



Queen's HERC

Human-Powered Innovation
Real-World Exploration

**SPONSORSHIP
PACKAGE**

2025-2026

Who We Are

The Queen's Human Exploration Rover Challenge (QHERC) is a dynamic, rapidly growing interdisciplinary design team at Queen's University. We specialize in developing advanced mobility systems for planetary exploration. Comprising 40 multidisciplinary students, QHERC focuses on the applications of robotics and technology in the aerospace industry.

Established in 2024, QHERC's core commitment is to NASA's prestigious Human Exploration Rover Challenge (HERC), an annual international engineering competition that involves the design, build, and testing of prototype planetary rovers. QHERC proudly represents the nation as the only Canadian post-secondary institution to be invited to the modern phase of the challenge.

The team has consistently pursued new challenges in the broader space ecosystem, including NASA's Space Apps Hackathon, Rock-N-Roll innovation challenge, and poster presentations at the Canadian Space Conference. These technical avenues complement our outreach efforts, where we engaged over 450 youths across Canada last year through hands-on programming, reinforcing our commitment to national STEM education.

By seizing these opportunities, QHERC members acquire transferable skills that are highly valued in the industry. This team gives students the opportunity to learn how to successfully design, research, and implement solutions to open-ended problems related to space technology.





Our Mission

Develop Industry-Ready Engineering Skills

QHERC is committed to cultivating strong engineering competencies through hands-on design, testing, and systems integration. Members gain experience in mechanical design, robotics, manufacturing, and technical documentation—skills directly transferable to the aerospace and technology sectors.

Innovate in Planetary Mobility

We advance novel approaches to rover mobility, focusing on lightweight structures, deployability, terrain adaptability, and human-centred design. Our work supports the next generation of exploration systems for both Earth and beyond.

Support Educational Outreach Initiatives

QHERC actively contributes to national STEM education by delivering accessible, hands-on programming to youth across Canada. We aim to broaden early exposure to engineering, inspire curiosity, and promote equitable access to space-related learning.

Foster an Inclusive Engineering Community

We provide students from diverse academic backgrounds with opportunities to participate in meaningful design work. Our training, mentorship, and onboarding practices ensure equitable access to learning and leadership.

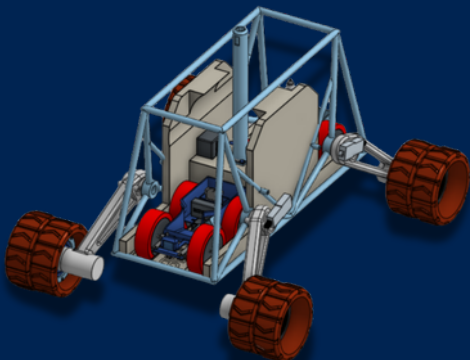
Community Relations



QHERC maintains an active presence within the academic and industry communities, which significantly increases team exposure for our partners. Our activities extend to:

- NASA Space Apps Hackathon
- NASA Rock-N-Roll Challenge submissions
- Poster presentations at the Canadian Space Conference
- Global News Kingston
- CFRC Radio
- Queen's Space Conference
- Science Rendezvous Kingston
- Scouts Kingston

Highlights 2024 - 2025



NASA Human Exploration Rover Challenge

QHERC competed at HERC in 2024. The team is proud to have earned two distinctions in our inaugural year:

- Innovation Award – “Boldest idea demonstrating creativity and audacity in solving a rover challenge problem.”
- Pit Crew Award – “Ingenuity, resourcefulness, and leadership in exemplary support of the rover challenge team.”

These awards recognize our strong engineering methodology and the team’s determination to represent Canada on the international stage.

NASA Space Apps Hackathon

QHERC members placed 2nd in the Hardware Challenge at NASA Space Apps Ottawa for the design, prototype, and path to flight implementation of a sun seaker solar array for lunar operations.

Youth STEM Outreach

Through hands-on workshops, rover demonstrations, and national outreach programming, QHERC engaged over 450 youth across Canada.

Why Sponsor Us

QHERC is seeking financial and in-kind sponsorship to support rover development, competition travel, and national STEM outreach throughout the design cycle. Sponsor contributions directly enhance our engineering capabilities and enable meaningful educational programming for youth across Canada. As a growing team representing Queen's University and Canada on the international stage, sponsorship ensures we can continue advancing innovation, community engagement, and the development of the nation's future engineering talent.

Visibility

Supporting QHERC provides visibility at high-profile competitions and across national outreach activities. Recent features on Global News Kingston, CFRC Radio, and MDA Space Launch Pad highlight our expanding presence and growing role in Canada's space community.

Access to Talent

Our team is led by students with strong industry and design team experience. Sponsors receive early access to a motivated, technically proficient talent pool in aerospace and robotics.

Community Impact

Through hands-on workshops, professional development activities, and national STEM outreach, QHERC actively supports accessible engineering education across Canada. Sponsor support enables these initiatives and demonstrates your organization's commitment to inspiring future innovators.

Growth Potential

As a rapidly developing team, sponsors are able to make a meaningful contribution at a formative stage, strengthening our technical trajectory and positioning partner organizations as foundational supporters in QHERC's long-term success.



Sponsorship Breakdown

Join QHERC as a valued sponsor and unlock the potential for a meaningful and fruitful partnership that aligns with your organization's vision and objectives. Together, we can amplify your brand visibility, provide access to exceptional talent, and contribute to the exciting world of space exploration and technological innovation.

	Title Sponsor(s)			
Recruitment Benefits	BRONZE <\$750	SILVER \$750-\$1,999	GOLD \$2,000-\$4,999	PLATINUM \$5,000+
Access to QHERC Resume Book	X	X	X	X
Recruitment events through QHERC (40+ members)			X	X
Recruitment events through Queen's Engineering Society (3,000+ members)				X
CORPORATE Benefits				
Logo size on merch, rover, and other assets	S	M	L	XL
Multi-channel social media exposure	X	X	X	X
Company-specific marketing		X	X	X
Team and rover visit at corporate events and dedicated spaces at all QHERC events				X

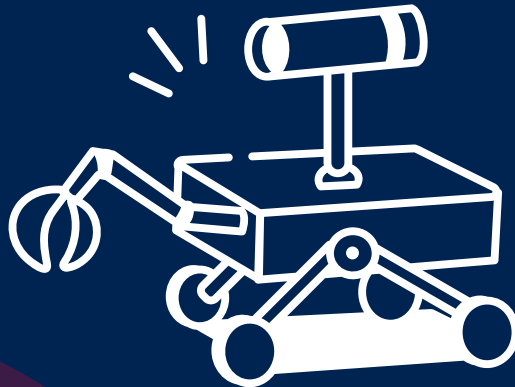
Thank you for your consideration!

Let us know if you have any questions or want to discuss other benefits!

Contact US

Let's get in touch

Let us know your questions, concerns, or if you're ready to proceed to the next step! We look forward to meeting you.



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Design Team



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