



SPONSORSHIP PACKAGE

WatDig

2024-2025

WATDIG.TEAM@GMAIL.COM

About WatDig



Who We Are

WatDig is a University of Waterloo student team part of the Sedra Student Design Centre. Under the guidance of Prof. Peter Teertstra, Ph.D., P.Eng., we're now entering our second year participating in the **Not-A-Boring Competition** (NaBC), hosted by The Boring Company. With backgrounds in Mechatronics, Electrical, Mechanical, and other fields of engineering, we are a highly capable, qualified, and dedicated team.

What We Do

This year, we are designing, developing, and fabricating a **fully functional tunnel-boring machine (TBM)** for NaBC 2025. The competition challenges teams to create a TBM that can excavate and line a tunnel while propelling through the ground and steering with high precision. The event features multiple design briefings and culminates in a **week-long competition at The Boring Company's manufacturing and testing facility** in Bastrop, Texas.

Our Success

Last year, we competed in the NaBC 2024 Navigation challenge, where participants were tasked with developing an **autonomous vehicle** capable of navigating a rugged off-road obstacle course without the use of GPS, or any front facing visual sensors. After countless hours spent designing, fabricating and testing our prototypes, our team of engineers successfully developed Hermes 1 (H1) which went on to win **1st place** in the event, and also win the **Navigation Award** across the entire competition.



HERMES I (H1) - competed and finished 1st place in the
NaBC 2024 Navigation Challenge

Why Sponsor Us



WatDig is a new leading design team at the University of Waterloo, a school with a history of prestige and excellence in student design competitions. Developing a tunnel-boring machine for NaBC 2025 would make us the **first Canadian team** to compete in the competition.

Partner with our team to gain access to some of the top-talent in the Engineering field looking for internship opportunities year-round. Supporting WatDig means building a long lasting **relationship with the top Engineering school in Canada**.

Sponsoring us offers numerous benefits, including significant marketing advantages and potential tax benefits. By supporting us, your company is able to enhance their brand visibility and reputation within the University of Waterloo. This sponsorship provides opportunities for logo placement on team materials, media exposure, and association with innovative and cutting-edge projects, which can attract new customers and clients.

Sponsorship Benefits

SPONSORSHIP LEVEL	DIAMOND \$5000+	GOLD \$2500+	SILVER \$1000+	BRONZE <small>contact us via email</small>
Logo on Boring Machine	Extra Large logo (Main focal point)	Large Logo	Medium Logo	Small Logo
Logo on Website	Large logo on home & sponsorship page	Medium logo on home & sponsorship page	Medium logo on sponsorship page	Small logo on sponsorship page
Promotion on Social Medias (Linkedin, Instagram, merchandise)	◆	◆	◆	
Access to Member's Resumes	◆	◆		
Viewing of Completed TBM and Tour of Facility	◆			

* In-Kind sponsorships will be granted benefits based on the valuation of the provided product/service.



Our team accepts both **In-Kind and monetary sponsorship**. Products and services provided by your company will be pivotal in our success, whether it's electrical components, hydraulic parts, stock materials, or machining services. Reach out to us via email (watdig.team@gmail.com) for more information on how your company can support our team!

All monetary contributions will be used to purchase sensors, materials, components and other items directly relating to the development of our tunnel-boring machine. Our teams expenditures will be shown back to our sponsors at the end of the year in a comprehensive transparency report.

Your support allows students to realize their full potential and grow into the next generation of engineers. With the help of our sponsors and industry partners, the WatDig team is committed to demonstrating our expertise and excellence at NaBC 2025.



How can you help?