



# GNCTR St. John's 2024 Sponsorship Package

The 50<sup>th</sup> Annual Great Northern Concrete Toboggan Race  
St. John's, Newfoundland & Labrador



## History of GNCTR

The Great Northern Concrete Toboggan Race (GNCTR) is the longest running national engineering competition in Canada. The first race was co-hosted by the University of Calgary and University of Alberta in Red Deer. Each year since, GNCTR has been held in a different city in Canada and typically rotates between the East and West universities.

GNCTR brings together nearly 500 engineering students from various disciplines and almost 20 institutions across Canada and the USA. Students are tasked to build a toboggan equipped with a concrete running surface that weighs a maximum of 350 lbs and can safely carry 5 students. Past toboggans have reached max speeds of up to 80 km/hr and as such, the competition has strict safety requirements which must be met. Toboggans must also have fully functional steering and braking systems to be allowed to race. Teams are judged in multiples categories and awards are presented for the following:

- GNCTR Excellence in Safety
- Most Innovative Design
- Best Braking Design
- Best Technical Display
- Best Technical Presentation
- Fastest Run Time
- Most Sustainable Team
- Best New Team
- Best Team Spirit
- Best Theoretical Toboggan
- Best Concrete Mix Design
- Best Steering Design
- Best Technical Report
- Best Performing Toboggan
- Best Braking Performance
- Most Improved Team
- People's Choice
- Best Costumes

GNCTR was last hosted in Kelowna, British Columbia and a video recap of the past competition ([2023 Great Northern Concrete Toboggan Race Recap - YouTube](#)) showcases the competition's spirit, competitiveness, and comradery that GNCTR provides students.

## Organizing Committee

The GNCTR 2024 Organizing Committee (OC) consists of Memorial University of Newfoundland (MUN) alumni that graduated in the span of 2018-2023 that have all participated in GNCTR. Our members have a wide range of professional experience in various industries and GNCTR has played a vital developmental role for each committee member as they started their careers. The OC members are excited to give back to a competition that has had a profound effect on each of them and to host the 50<sup>th</sup> Annual GNCTR event for the first time in Atlantic Canada.



## GNCTR 2024

GNCTR 2024 will be hosted in St. John's, Newfoundland & Labrador between February 7<sup>th</sup>, 2024, to February 11<sup>th</sup>, 2024. The following competition schedule outlines the daily activities that competitors will partake in during the competition.

Time	Wednesday February 7 <sup>th</sup>	Thursday February 8 <sup>th</sup>	Friday February 9 <sup>th</sup>	Saturday February 10 <sup>th</sup>	Sunday February 11 <sup>th</sup>
6:00 AM					
7:00 AM					
8:00 AM					
9:00 AM					
10:00 AM					
11:00 AM	<b>Arrivals &amp; Registration</b> (9:00 AM – 6:00 PM)	<b>Competitor Interaction Day</b> (All Day)	<b>Technical Exhibition Day</b> (All Day)	<b>Race Day (White Hills in Clarenville)</b> (6:00 AM – 7:00 PM)	<b>Teams Depart</b> (All Day)
12:00 PM					
1:00 PM					
2:00 PM					
3:00 PM					
4:00 PM					
5:00 PM					
6:00 PM	<b>Opening Ceremonies</b> (6:00 PM-11:30 PM)			<b>Closing Ceremonies</b> (7:00 PM – 11:30 PM)	
7:00 PM					
8:00 PM					
9:00 PM					
10:00 PM					
11:00 PM					



## Why Support GNCTR?

### Student Development

GNCTR is more than a five-day competition. Teams work all year to design and build their toboggans, enhancing student's technical abilities and providing them the opportunity to exercise engineering judgment in a real-world scenario. Students are exposed to concrete mix design theory, hands-on experience working with concrete, superstructure design, drafting, and detailed structure analysis. By sponsoring GNCTR, you are supporting student involvement and learning beyond the classroom environment.

### Exposure & Marketing

Acting as a sponsor of GNCTR 2024, your company will gain valuable exposure to upcoming professionals of the engineering community. GNCTR has been known to attract media attention, such as the Rick Mercer Report and local news stations. Sponsoring GNCTR provides exclusive event access and positive brand reinforcement to promote recruitment opportunities for current students and recent graduates. Furthermore, the OC will provide your company access to a resume bank of every competitor involved in our competition for recruitment purposes.

### Engineering Community

GNCTR allows students to meet with industry representatives, potential employers, and students across the country, creating a strong professional network with peers that can lead to rewarding career opportunities and the betterment of our national engineering community.

### Be Part of History

By sponsoring GNCTR 2024, you will help create history as the competition has never been hosted in Atlantic Canada in its 50-year history. The 2024 OC is eager to showcase Newfoundland and Labrador's unique culture and hospitality to students from across Canada. With the support of corporate sponsorship, which is vital for GNCTR to continue operating as the largest national engineering competition in Canada, history can be made to bring GNCTR to St. John's, truly making the competition coast to coast.



## Competition Budget

GNCTR solely relies on sponsorship funding and competitor registration fees to fund the event. Sponsorship contributions will help fund the following expenses which are estimated to cost approximately \$250,000.

- Competitor Meals
- Competitor Transportation
- Competitor Swag
- Insurance & Security
- Venue Bookings
- Toboggan Shipping Logistics
- Race Day Materials & Equipment
- Tech Ex. Day Materials & Equipment

Providing meals to competitors will be the largest expense for the OC and this cost will be driven by the number of competitors at the competition.

## Sponsorship Levels

The GNCTR 2024 OC is pleased to offer a variety of sponsorship levels for your company's consideration.

There will only be one Title Sponsor, on a first-come first-serve basis. There will only be three Event Sponsors in addition to the Title Sponsor and selection of event sponsorship will be on a first-come first-serve basis, with priority given to the Title Sponsor.

Events to be sponsored are:

- Opening Ceremonies
- Technical Exhibition Day
- Competitor Interaction Day
- Race Day/Closing Ceremonies

Awards to be sponsored are GNCTR Excellence in Safety, Best Theoretical Toboggan, Best Performing Toboggan and Best Concrete Design. The Title Sponsor will have first choice of award to sponsor with Event Sponsors selecting on a first-come first-serve basis. Diamond Sponsors will select awards for sponsorship on an as-needed basis.

Technical judging positions will be offered to applicable sponsors, but it is not mandatory for companies to provide judges. However, technical judges are imperative for the successful evaluation of team's concrete toboggan designs and a judging panel consisting of industry representatives would reflect strongly on the competition. If companies would be interested in providing judges, the OC can provide the judge's roles and responsibilities for review.



## Sponsorship Levels

	Title (1) \$15,000+	Event (3) \$10,000+	Diamond \$7,500+	Gold \$5,000+	Silver \$2,500+	Bronze \$1,000+
Logo & Link on Website						
Promotional Items for Competitors						
Logo on Competitor Shirts						
Sponsor Booth at Technical Exhibition						
Invitations to Closing Ceremonies	4	4	2	1		
Hotel Accommodation After Closing Cere.						
Sponsor Award						
Technical Judging Positions Offered	2	2				
Presentation of Sponsored Awards						
Title Sponsor of an Event						
Title Sponsor's Address at Closing Ceremonies						
Title Sponsor of Competition						



# Sponsorship Commitment Form – GNCTR 2024

## Contact Information

Company		Primary Contact	
Address	City	Province	Postal Code
Contact Email		Contact Number	

## Sponsorship Information

### Sponsorship Level

- Title - \$15,000+
- Event - \$10,000+
- Diamond - \$7,500+
- Gold - \$5,000+
- Silver - \$2,500+
- Bronze - \$1,000+

### Sponsorship Method

- Monetary
- In-Kind Donation:

\_\_\_\_\_  
Promotional Items for Teams:  
\_\_\_\_\_

### Title/Event Sponsors: Rank Days 1 to 4 (1 Being Most Desirable)

- |   |  |
|---|--|
| <input type="checkbox"/> Opening Ceremonies       | <input type="checkbox"/> Competitor Interaction Day    |
| <input type="checkbox"/> Technical Exhibition Day | <input type="checkbox"/> Race Day & Closing Ceremonies |

### Title/Event Sponsors: Rank Awards 1 to 4 (1 Being Most Desirable)

- |   |  |
|---|--|
| <input type="checkbox"/> GNCTR Excellence in Safety | <input type="checkbox"/> Best Theoretical Toboggan |
| <input type="checkbox"/> Best Performing Toboggan   | <input type="checkbox"/> Best Concrete Design      |

## Sponsorship Commitment

The 2024 St. John's Organizing Committee is currently seeking organizations to provide sponsorship support for GNCTR 2024. By signing below, you are confirming that you hold authority for your organization to provide the sponsorship indicated above.

Sponsoring Company Primary Contact (Signature)	Date
Sponsoring Company Primary Contact Position	
Sponsoring Company Preferred Date of Financial Commitment	

Please make cheques payable to GNCTR 2024 Organizing Committee Inc. at 17 Jamie Korab Street, St. John's, NL, A1H 0B7 and return completed forms by email to [sponsorship@gnctr2024.ca](mailto:sponsorship@gnctr2024.ca)