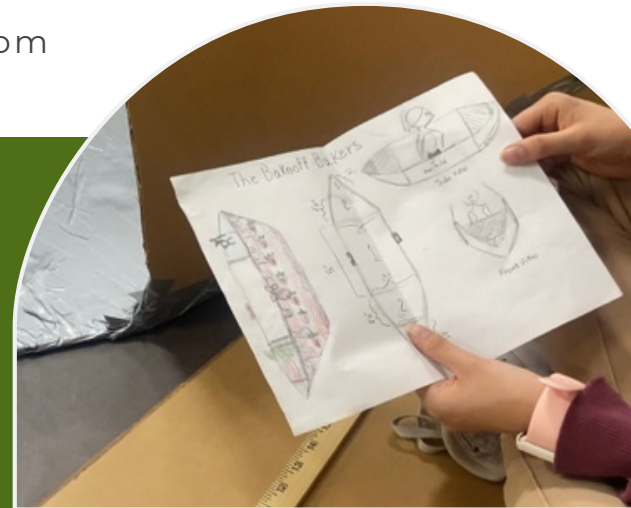


## CORRUGATED BOAT RACES

### Employer Toolkit

*Corrugated Boat Races can offer an opportunity to engage with high school and vocational/trade school students.*



## GETTING STARTED

The first step in creating a Corrugated Cardboard Boat Race is getting buy-in from both your company and educators in your area. We recommend you begin planning the event 2-3 months in advance, although your timeline will depend on the degree of difficulty associated with your chosen venue and school requirements.

## CONNECTING WITH EDUCATORS

You will need to search for high schools or vocational/trade schools located near your facilities. We recommend that you only plan one event at a time, unless you have a lot of resources (people and time) at your disposal. Start your search by contacting school career centers. There you can connect with counselors to find the best educator to collaborate with on the event. There will need to be a lot of chaperoned student time dedicated to making the boats, so it is imperative to find an educator that is committed to the cause.

We suggest the following messaging as you reach out to educators:

- ***Witness the incredible ingenuity as students construct boats entirely out of corrugated cardboard and race them across the pool. It's a test of creativity, engineering skills, and sheer determination.***
- ***The corrugated packaging industry has a high placement rate, competitive compensation, and tremendous advancement potential. With more than 100,000 workers operating out of over 1,100 manufacturing plants, the industry is always looking for new talent.***
- ***This challenge isn't just about building a boat; it's about applying theoretical knowledge, exploring practical engineering concepts, fostering creativity, and honing problem-solving skills—all while fostering healthy competition and teamwork.***
- ***Help students learn about corrugated packaging industry career paths through a fun and rewarding activity.***

## SHARE THE VALUE OF CORRUGATED

If you are looking for ways to connect with schools in your area and expose the next generation of talent to the corrugated packaging industry, consider sponsoring a **Corrugated Cardboard Boat Race**.

Through collaboration with the school, you will sponsor an event for students to work in teams to design boats made out of corrugated sheets that will then be put to the test in their high school swimming pool. In this Toolkit, you'll find more information on planning an event.

## CONSIDER YOUR EXPENSES



### Donated Construction Materials

- Corrugated sheets (4x8 of various flute sizes)
- Safety knives & gloves
- Duct tape (school may supply)



### Prize money for winning teams



### Large corrugated checks for promotional purposes

- See free design [here](#)



### Food for contestants (optional)



## PLAN YOUR EVENT

### PARTICIPANTS

The easiest way to guarantee access to a group of student participants is to invite an entire class (or more than one) to participate. This allows for students to use class time to work on the boats, as curriculum allows. Classes focused on design, engineering, or production technology are all great options. Consider some of the following when connecting with your school contacts:

- *Project Lead the Way (PLTW) engineering classes*
- *Woods and Construction*
- *Visual Arts & Technology*
- *Graphic Design*
- *Electrical Construction & Engineering*
- *Information Technology*
- *Geometry in Construction*
- *Engineering Academies & CTE Coursework*

You can also open the competition to the entire school if you can accommodate the number of students, but that will require supervised after-school time allotted for construction. Registration release forms should be signed by the participant and a parent or legal guardian over the age of 18.

### BOAT CONSTRUCTION

After the participants have been determined, boat construction can begin. See our [\*\*Student Introduction Slide Deck\*\*](#) with boat construction information that can be modified to fit your needs.

The slide deck is also an opportunity to promote the corrugated packaging industry and your plant. ICPF has made an industry career highlight video available on our website which can be paired with a plant-specific video. **Don't have a plant recruitment video? Reach out to ICPF's Outreach and Marketing Manager Alex LeMoine at [alemoine@icpfb.org](mailto:alemoine@icpfb.org). We will work to schedule a plant visit, establish project goals, and begin expanding your recruitment toolbox.**

**A note for schools** – We recommend students are given a minimum of 3 hours up to 12 hours to complete their boat. This can be done either during school time or after school during assigned hours. Chaperones will be needed if construction occurs after school. We recommend you provide a few date options with 2–3-hour windows to accommodate student schedules. We also recommend a quick safety lesson on the first construction day.

Follow up with the schools after construction times to ensure they have enough materials and are on track for the event day.



*Students at Morton West High School in Berwyn, IL spend time designing and constructing their boats as teams of 2-4 students.*

## EVENT DAY

Race Day is the big day when students put their creations to the test, racing their boats across the pool. We recommend you allot enough time for each boat to individually attempt to cross the pool (some will be faster than others and some will never make it to the other side). Below are a couple of things to keep in mind on Event Day:



**Go over pool & water safety guidelines prior to the start of the event.**



**Ensure lifeguards are on site during the races.**



**Be sure to appoint a minimum of three judges (company and school representatives) to monitor times and determine the design winner.**



**Provide large, corrugated check to the winner for promotional purposes. (See free design [here](#))**

## FINAL THOUGHTS

Have a few company team members attend to engage with the students. Designate a team member to capture photographs and video to be used in post-event social posts, articles and summaries.

Allow students (if the school allows them to have phones) to take their own photos and post on their personal social media accounts about their event experience.

Promote your company at the event and realize that this event is just the beginning! Post-event, maintain engagement with educators by inviting participants or relevant students to come tour your plant or by scheduling employees to visit the classrooms and engage with students. This will help continue to build awareness and interest in your company into the future.

