

Sponsorship Opportunities

2018-2019 Major District Sponsorships start at \$50K



Title Sponsor

As the premiere sponsor for *FIRST* Chesapeake, your company will have all of the benefits of a *Presenting Sponsor* as well as:

- Company Name used in all District Championship printed and electronic materials, including programs, press releases, VIP invitations (500 printed, 2000+ electronic), social media posts, and signage
- Full-page sponsor recognition in District Championship printed program (2,000)
- Opportunity to include informational brochure and corporate logo imprinted judges' gift at District Championship and opportunity to welcome judges on the first day of the event (approximately 35).
- Exclusive employee/guest viewing area at the District Championship
- Recognized as premiere sponsor in all *FIRST* Chesapeake printed and electronic materials throughout the 2017-2018 competition season, including media releases, social media posts, invitations, programs, etc.
- Speaking opportunity (3 minutes) at all *FIRST* Chesapeake events

Presenting Sponsor

As a Presenting Sponsor, your company is positioned as one of the top tier supporters of *FIRST* Chesapeake. You will enjoy all of the benefits of a *Signature Sponsorship* as well as:

- Half-page sponsor recognition in District Championship printed program (2,000 programs)
- Opportunity to include informational brochure in team packet at District Championship and *FIRST* Tech Challenge State Championship (approximately 2,200 of the best and brightest middle and high school students in Virginia, District of Columbia, and Maryland)
- Recognized as exclusive host for one VIP event at District Championship; possible events include Luncheon, Open House, Mingles, etc. VIP benefits include speaking opportunity at the event (3-5 minutes), exclusive signage at the event, name associated with the event on all printed and electronic invitations
- Co-sponsorship of competition live feed at all *FIRST* Robotics Competition events including District Championship (100,000+ views over 6 weeks)

Signature Sponsor

Your company will be recognized as a major sponsor in Virginia, District of Columbia, and Maryland. You will enjoy all of the benefits of a *Leader in Technology** as well as:

- Exclusive Title Sponsorship of one *FIRST* Robotics Competition local event (8 available) or *FIRST* Tech Challenge Virginia State Championship (1 available)
- Opportunity to include informational brochure in team packets at all local events (approximately 11,000 high school students total)
- Speaking opportunity at *FIRST* Tech Challenge Virginia State Championship or *FIRST* Robotics Competition *FIRST* Chesapeake District Championship (3-5 minutes)
- Sponsor logo will appear on live feed webcast during all *FIRST* Robotics Competition events (100,000+ views over 6 weeks)
- Opportunity to show 30-60 second sponsor recognition during all *FIRST* Chesapeake events (Total attendance for 15 events approximately 56,000)
- Corporate logo displayed at the bottom of all *FIRST* Chesapeake web pages (92,000+ web page visits/year)
- Judging opportunity for corporate representative
- Your company tagged in all social media posts related to events
- VIP invitation to *FIRST* VIP events including *FIRST* Robotics Competition Kick Off at *FIRST* Headquarters (January) and the *FIRST* World Championship in Detroit (April)

* Excluding FTC Title Event Sponsorship

2018-2019 Additional Corporate Sponsorships start at \$5K

Leader in Technology

Your company will enjoy all of the *Captain of Innovation* benefits, as well as:

- Exclusive Title Sponsorship of one *FIRST* Tech Challenge local event (5 available). Example: "*FIRST* Tech Challenge Central Virginia Qualifier Sponsored by (your corporate logo here)". Title benefits include corporation name on all printed and electronic materials, speaking opportunity at the Title event, 30-60 second sponsor recognition video to be shown at the start of the Title event, opportunity for display/giveaways at the event
- Employee volunteers recognition as a group by the Master of Ceremonies at the Title event and invited to be part of "team high five" at the end of the event
- Sponsor recognition in all print and electronic materials for *FIRST* Tech Challenge and *FIRST* Robotics Competition events (15 events)
- Sponsor recognition on slides at all events

Captain of Innovation

Your company will enjoy all of the *Friend of the Future* benefits as well as:

- Opportunity to Distribute electronic materials, including job and internship postings to 1,900+ *FIRST* Chesapeake alumni
- Technology Row exhibit space at the *FIRST* Chesapeake District Championship (attendance 12,000+)
- Sponsor logo with hyperlink on *FIRST* Chesapeake Sponsor page and on 1 *FIRST* Tech Challenge or *FIRST* Robotics Competition event page

Friend of the Future

Your company will enjoy the following benefits:

- Sponsor recognition at the appropriate sponsor level in the *FIRST* Chesapeake District Championship program (2,000 printed)
- Invitation to all VIP hospitality events at the *FIRST* Chesapeake District Championship (April)
- Sponsor recognition at the appropriate sponsor level in printed programs (approx. 500) and on signage and the event web page at 1 local *FIRST* Tech Challenge or *FIRST* Robotics Competition event
- Sponsor logo at the appropriate sponsor level on *FIRST* Chesapeake Sponsor page

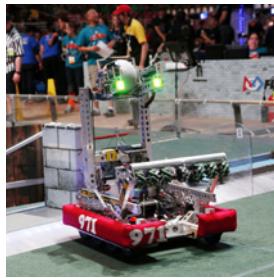
2018-2019 Add On Benefits

Additional benefits are available separately or at specific sponsorship levels:

- **\$15K Corporate Host of a VIP event** at *FIRST* Chesapeake District Championship (as available).
- **\$5K Field Sponsorships** at local events.
- **\$5K Volunteer or Team Hospitality** recognition per event
- **\$5K Team Workshop Title Sponsorship** [2 Workshops = 1 Sponsorship]
- **\$5K Alumni Program Sponsor**
- **\$1K/\$5K Alumni Mingle Title Sponsor** Local/Championship
- **\$5K Volunteer Open House Sponsorship** [2 Open Houses = 1 Sponsorship]
- **\$5K Company Demo 'bot.** Logo displayed on *FIRST* Tech Challenge-based robot used for outreach at events, competitions, community/school-based programs. (Virginia*FIRST* / *FIRST* Chesapeake outreach in 2015-2016 touched over 50,000 individuals.) – speaking opportunity not available.
- **\$2K Award Sponsorships** available at Off-Season competitions – instead of signage, award sponsorship will be recognized in the event program.
- **\$2K Scrimmage sponsorships** at *FIRST* Chesapeake Command Central (1 *FIRST* Tech Challenge and 1 *FIRST* Robotics Competition available)

» Unless noted, all sponsorships include the following benefits:

1. Exclusive signage at the event
2. Speaking opportunity at the event (3 minutes)



2018-2019 Employee Engagement Opportunities

- **Remote judging.** Employees in different locations can judge the *FIRST* Tech Challenge Promote or Compass award on line. Corporate representatives are invited to attend the *FIRST* Tech Challenge State Championship in February to present the award to the winner on behalf of the company.
- **Event set up.** Between 10 and 20 employees can get a behind the scenes look at how an event comes together. Set up occurs on a weekday and usually requires approximately 4 hours per employee. Shift work is available. Volunteers must be able to lift at least 10 pounds and stay on their feet for at least 60 minutes at a time.
- **Event Volunteers.** This is a great way for employees to learn more about the event while experiencing the excitement of a competition first-hand. Events usually occur on the weekends. Shift work and technical/non-technical positions are available.
- **On-site team workshops.** Local teams are invited to visit company and participate in employee run workshops. Topics have included social media/marketing; fundraising; project management; and JAVA.
- **Mentoring.** What sets *FIRST* programs apart from many other STEM-based initiatives is the mentoring component. Employees can get to know the students on a local team while modeling valuable technical and life skills. Teams are always in need of mentors to assist coaches. Technical and non-technical mentors are needed. Mentors are usually required to donate at least one afternoon a week during the competition season (6 weeks – 12 weeks).
- **Program Corner at local *FIRST* Robotics Competition or *FIRST* Tech Challenge event.** (As available). Great outreach potential for employees. Employees facilitate program demonstrations with the general public using Virginia*FIRST* / *FIRST* Chesapeake “demo bots”. No technical experience necessary. Virginia*FIRST* / *FIRST* Chesapeake will supply technical back up to fix ‘bots and answer program questions.



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