Sponsorship Opportunities

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 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)

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 FIRST Tech Challenge Title Event Sponsorship

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

Additional Corporate Sponsorships start at $5K

Contact Leighann Boland, lboland@firstchesapeake.org
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 day

• **$5K Team Workshop Title Sponsorship** consists of 2 Workshops

• **$5K Alumni Program Sponsor**

• **$1K/$5K Alumni Mingle Title Sponsor** Local/Championship

• **$5K Volunteer Open House Sponsorship** consists of 2 Open Houses

» Unless noted, **all sponsorships include the following benefits:**
  1. Exclusive signage at the event
  2. Speaking opportunity at the event (3 minutes)

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 VirginiaFIRST/ FIRST Chesapeake “demo bots”. No technical experience necessary. VirginiaFIRST/FIRST Chesapeake will supply technical back up to fix ‘bots and answer program questions.

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www.firstchesapeake.org

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