**Sponsorship Opportunities**

**2016-2017 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 2016-2017 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 materials
- 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 on Siegel Center Jumbotron at District Championship Event
- 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
- Invitation to send representative to all FIRST Chesapeake Alumni Mingles (8 events including Championship)
- 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 World Championship in St. Louis (April)

*Excluding FTC Title Event Sponsorship*

**2016-2017 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 1,400+ 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

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2016-2017 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. (VirginiaFIRST / 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)

2016-2017 Employee Engagement Opportunities

- **$2K 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).

- **$5K 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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