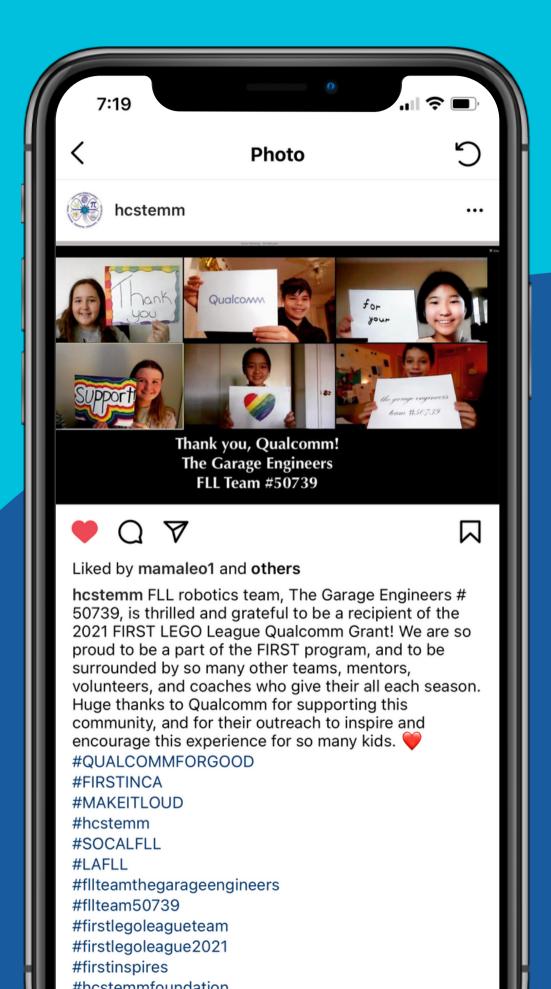


SPONSOR RECOGNITION TOOKLIT



During a very uncertain year, many of our Sponsors stepped up in the face of challenge to help us keep the FIRST mission moving forward.



#firstsponsor #firstsponsorship #firstrise

"The mission of FIRST is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs that build science, engineering, and technology skills, that inspire innovation, and that foster well-rounded life capabilities including self-confidence, communication, and leadership."

We know that <u>many of you are thankful</u> for the opportunities that their support has provided you and your team.

But do your Sponsors know?

Will you help us fulfill our mission?

Sponsors are used to attending in-person competitions firsthand and seeing their logos on banners, robots and shirts and walking the pits to hear stories from students about how FIRST has changed their life.

We all are missing out on that experience this year, so now more than ever, it's vital that we show our appreciation for their extraordinary support and commitment in unique and different ways.

To help you easily thank your sponsors, we have developed this **Toolkit** for your team with trackers, a checklist, recognition ideas and best practices.

It's our dream to see a tidalwave of thanks for our Sponsors during the months of March and April - and beyond.



Ways to thank your Sponsors.

A birds-eye view of the communication vehicles that you can use to get your appreciation out to your Sponsors.

SOCIAL MEDIA

BLOG

WEBSITE

PERSONAL OUTREACH

Social Media BEST PRACTICES



Tell Stories

Posts that have more meaning for sponsors often include stories of how your team members are impacted by their support of *FIRST* and also how their employees (your mentors and *FIRST* volunteers) might also be supporting your growth.

If you are wondering what to say in your caption or need help telling your story, check out the **StoryHelper** for ideas.

Post Images/Video

You know the saying – "A picture is worth 1000 words."

Show your team in action!

Photos or video of prototyping, building, meeting, doing outreach, learning and/or playing help tell the story of what your team is up to more than a logo or graphic.

Engage with Them

Be sure to comment on, like and share your Sponsor's posts too! Social media is a 2 way street.

Be sure you aren't just posting and running. Spend some time to build a relationship with them on social media.

Social Media BEST PRACTICES



Tag Them!

Many sponsors like to be publicly recognized by teams on social media with the opportunity to reshare your posts.

Be sure to tag your Sponsors so that they are alerted to your "thank you".

NOTE: a "tag" is when you use their social media address in the post comment (Ex: **equalcommforgood** is a tag) or you "tag" accounts in a photo.

Tag Us!

We want to increase the reach on your Sponsor posts by re-sharing them.

5

Tag us on Instagram at **eFIRSTroboticscalifornia** so we can share. You can also tag eFIRST_official_.





Use #Hashtags

Use the **#FIRSTinCA** hashtag so that people can find your post when looking for *FIRST* California info.

Use **#FIRSTGameChangers** so that your post has a chance to appear on <u>FIRST's media wall</u>.

NOTE:

"tags" and "hashtags" are not the same thing.

D Social Media

Add all your Sponsors <u>AND YOUR REGION'S SPONSORS</u> to the **tracker** along with their social media accounts to keep track.

TRACKER

	SPONSOR	INSTAGRAM ACCOUNT	POST	FACEBOOK ACCOUNT	POST	TWITTER ACCOUNT	POST
EXAMPLE	Qualcomm	@qualcommforgood @qualcomm	3/12/21 4/10/21	@qualcommforgood @qualcomm	3/12/21	@qualcommforgood @qualcomm	4/10/21



Oid you tell a story?

S your image compelling?

- Oid you tag your Sponsor?
- Did you tag @firstroboticscalifornia?
- Did you use hashtags #FIRSTinCA and #FIRSTGameChanger?

StoryHelper

Use to create individual social media posts AND/OR use in combination to help write a featured blog post or newsletter highlight.

ACCOMPLISHMENTS

Thank you to <u>(sponsor name)</u> for consistently supporting our team for the past <u>(# of years)</u> years. You've helped us to <u>(list what you have</u> <u>accomplished this year)</u>.

LESSONS LEARNED

Thank you to <u>(sponsor name)</u> for your generous support of our team. During this season of *FIRST* we learned about / that (tell what was learned).

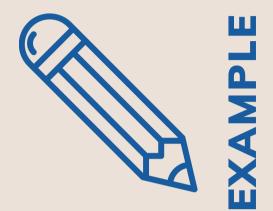
MENTOR APPRECIATION

We are very grateful for <u>(sponsor name)</u>'s sponsorship of our team and connecting us with our amazing mentor <u>(mentor name)</u>. He/she has helped us with <u>(explain what they helped with)</u> and taught us that (<u>tell the lesson learned)</u>.

SKILLS GAINED

Thank you to <u>(sponsor name)</u> for your generous support of our team. During this season of *FIRST*, our team members are now skilled in <u>(cad,</u> <u>machining, coding, time management, wiring, etc - name skills learned here)</u>.

StoryHelper



Thank you to **@raytheontechnologies** for your generous support of our team! Because of our participation in *FIRST* this year, our team members are now skilled in Computer Aided Design (CAD) which we used in the Game Design Challenge. Wish us luck! **#FIRSTinCA #FIRSTGameChangers @FIRSTRoboticsCalifornia @FIRST_official_**

INSPIRED

Thank you to <u>(sponsor name)</u> for your generous support of our team. During this *FIRST* season we've been inspired by / to <u>(explain more about how your team or an individual has been inspired)</u>.

TRANSFORMED

Thank you to <u>(sponsor name)</u> for consistently supporting our team for the past <u>(# of years)</u> years. Our team member, <u>(team member's first name)</u>, used to <u>(be shy, didn't like to speak in public, didn't know about xxxx, didn't understand xxxx, didn't like xxxx,)</u> but after their time in *FIRST* they have <u>(tell about what changed/transformed for them)</u>.

StoryHelper

OFF TO COLLEGE

Our graduating seniors (list first names) want to thank (sponsor name) for their generous sponsorship of our team. We are proud to announce that our Seniors will be attending (name schools and field of study here) and they are thankful to *FIRST* and your support for helping to pave their way! (OR - add whatever personalized appreciation each senior has to say). You've played an important role in inspiring the next generation of leaders and innovators!

PROUD

Thank you to <u>(sponsor name)</u> for your generous support of our team. We are proud of our Sponsor's efforts to (tell what you love about your Sponsor.)



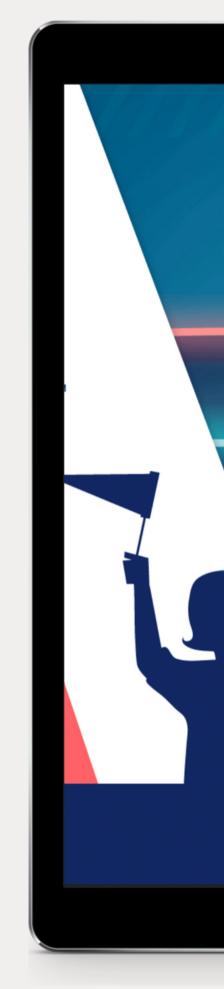
For top sponsors, create a featured blog post about how your Sponsor has helped your team. Get specific. Use photos or video. Tell a story. *See the StoryHelper* for ideas.



Promote the blog post link in your newsletter and social media.



Send the newsletter to your Sponsor.





About v Programs v Event Calendar Get Involved v Blog

FIRST California Sponsor Spotlight: Raytheon

by Rebecca Berggren | Oct 12, 2019 | Blog | 0 comments



Raytheon has been involved with *FIRST* since 2004, supporting regional competitions, robotics teams with sponsorships and mentor programs as well as providing scholarship opportunities to *FIRST* students. For the 2018-2019 season, Raytheon will support more than 40 teams in California and many more throughout the U.S., with Raytheon employees acting as coaches, mentors, designers and general volunteers to teams.

EMPLOYEES WHO CARE

This season, Raytheon employees will contribute more than 8,000 hours volunteering and mentoring students on robotics teams in California alone!

Fazlul Zubair, Raytheon employee and dedicated *FIRST* mentor and volunteer, was able to spare a few moments out of his busy schedule leading up to the Los Angeles Regional to give us a first-hand look into his experience.

As the Department Manager in the System Integration and Test Center at Raytheon Space and Airborne Systems, Fazlul first volunteered at a *FIRST* event 8 years ago, loved the experience and has been heavily involved ever since.

Each year he logs over 1200 hours in support of various *FIRST* events and is currently a mentor for Team 4201, The Vitruvian Bots and Team 6904, The TeraWatts. During build and competition season he drops by the school after work on Tuesday's and Friday's, and spends Saturday and Sunday with the team. In addition to mentoring, he also is a member of the Los Angeles Regional planning committee and serves as the Head Referee for *FIRST* Lego League in the Los Angeles Region.

We captured the above photo of Fazlul with his wife, Shahnaz, as her team was getting ready for their next match in the quarter finals at the San Diego Regional competition. Shahnaz was inspired to start her own team after watching and working with Fazlul's team for so many years. Yes – FIRST is a family affair!

We asked him to tell us about the most rewarding part of being involved in FIRST and he shared that it's,

Newsletter BEST PRACTICES



Add Sponsor **logos** to your newsletter.



For top Sponsors, create **a personalized thank you** or shout out. More than a "thank you" is best. Tell how they are helping your team members. *See the* **StoryHelper** for ideas.



Send the newsletter to your Sponsor.

<section-header>

We would like to thank KLA for their impact on our robotics community through their generosity of time, donation, and endless passion. From raw wafers to next-generation microchips to world-altering technologies, KLA enables what's next, including enabling tomorrow's workforce through *FIRST*.

Read more . . .

CALIFORNIA AWARD WINNERS

We are highlighting *FIRST* Robotics Competition awards winners as most did not have a chance to be honored in-person at their Regional due to season cancellation.



We are proud of our Regional Chairman's Award winners in and from California!

's the most prestigious award at *FIRST* and honors the team that best presents a model for other teams to emulate and best embodies the mission





Add Sponsor **logos** to your newsletter.



Add Sponsor logos to your Sponsorship page (if you have one.)



Thank you all for your hard work and innovation this year!

> PLEASE REACH OUT IF YOU HAVE ANY QUESTIONS!

Contact your local Program Delivery Partner or email your questions to rberggren@cafirst.org.

5:04 MOST RECENT #firstinca valley_girls2.1 • Following ... Carlsbad, California ∇ Q Liked by roslyn189 and others valley_girls2.1 Thanks you Qualcomm for your generous sponsorship. #qualcommforgood #lafll #socalfll #firstinca #makeitloud View all 3 comments lauripeterhutchens Such an amazing group of young ladies! Thank you Qualcomm and Coach \bigcirc Roslyn! firstroboticscalifornia 📉 Yes! Thank you \odot @qualcommforgood 🥶 2 days ago

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