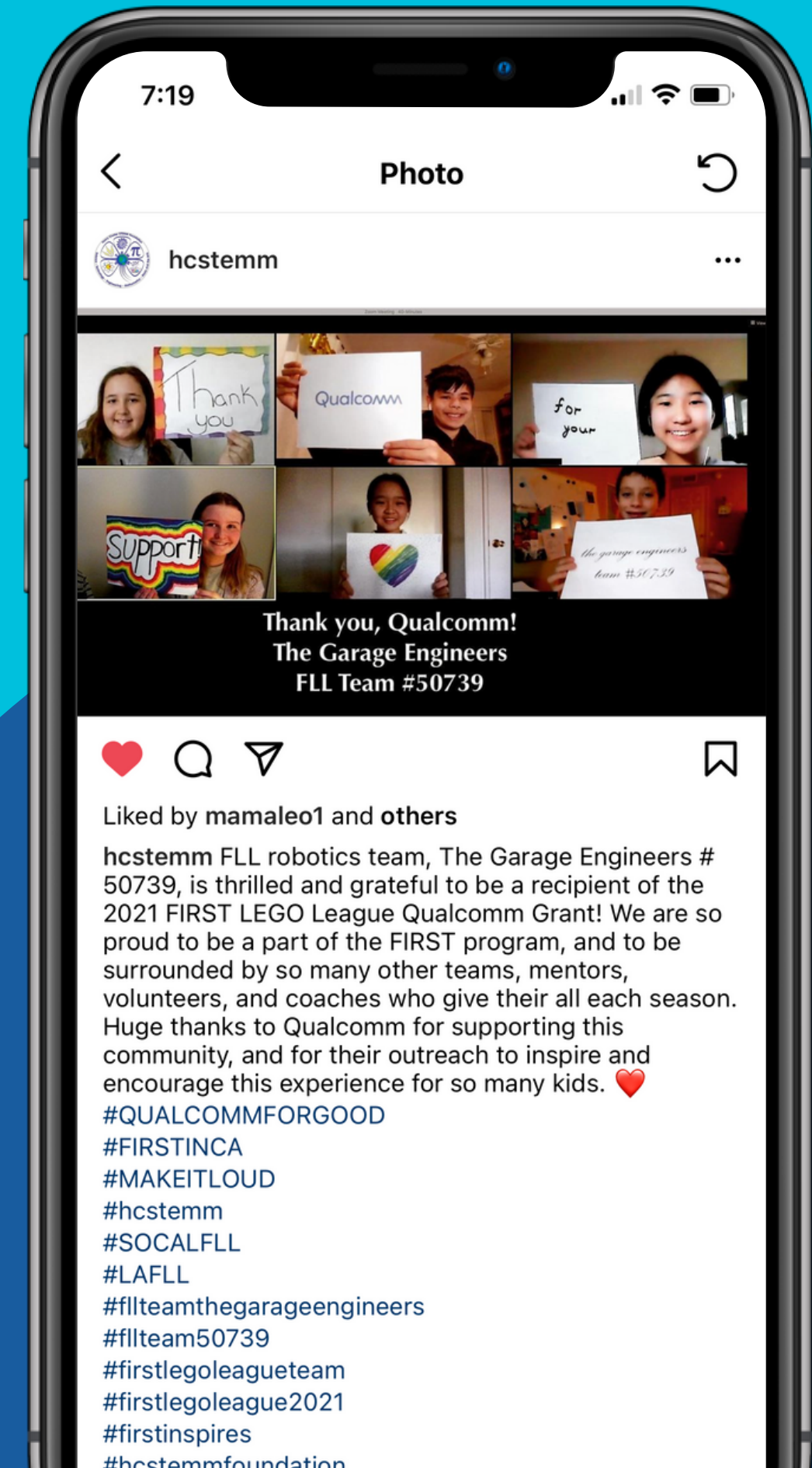
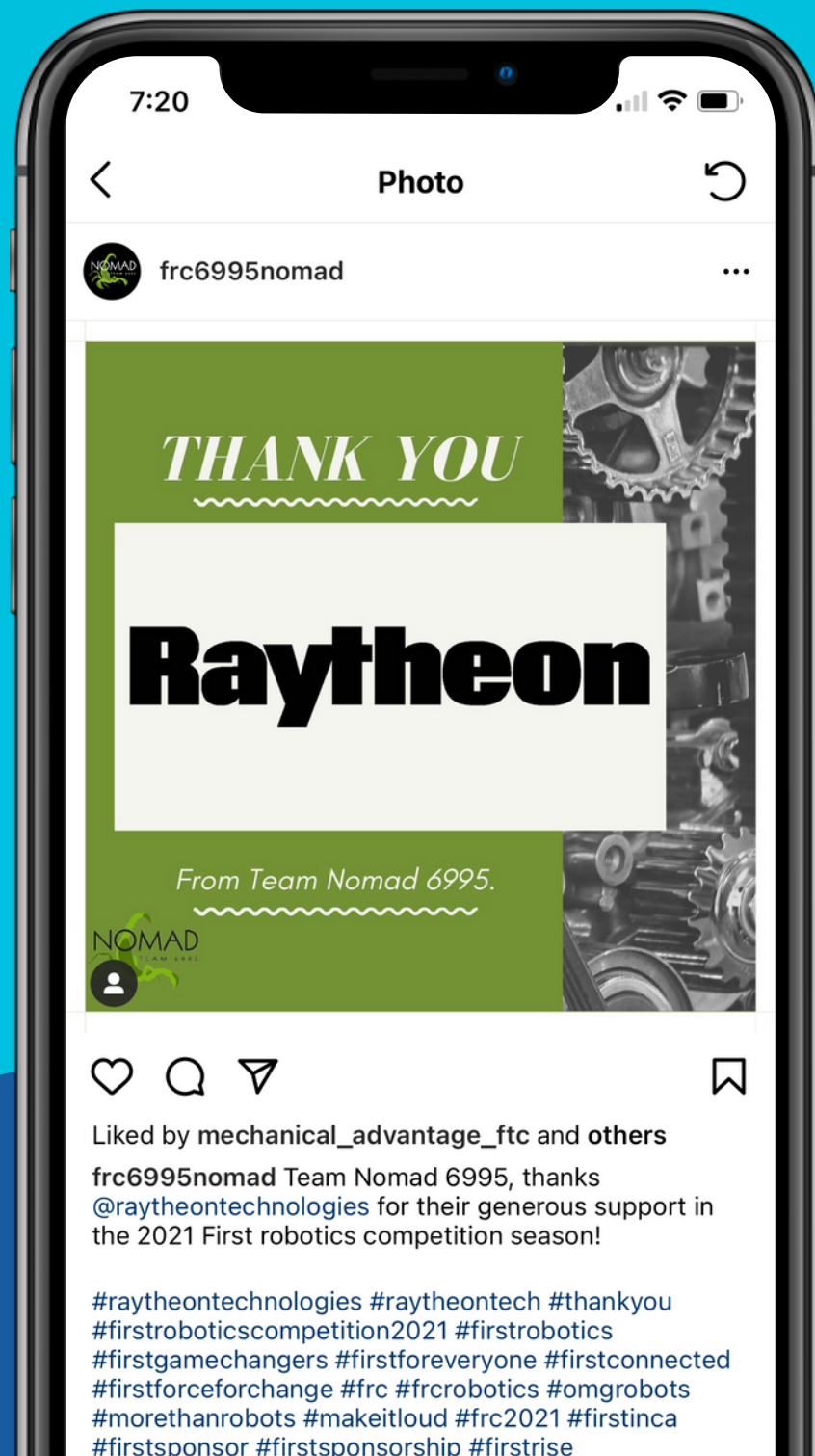




SPONSOR RECOGNITION TOOKLIT



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.



“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 many of you are thankful for the opportunities that their support has provided you and your team.

But do your Sponsors know?

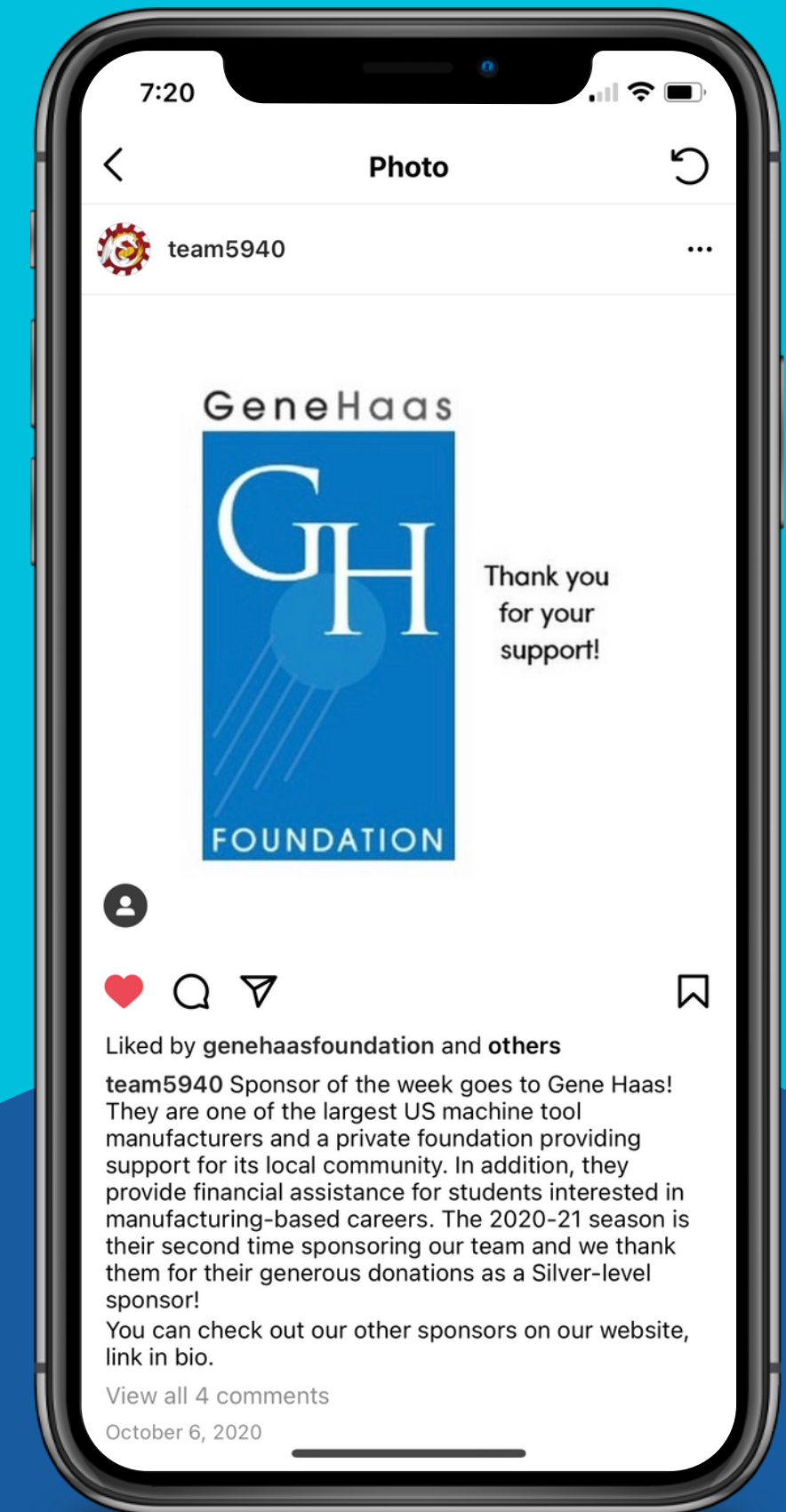
Will you help us fulfill our mission?

Sponsors are used to attending in-person competitions first-hand 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



NEWSLETTER



BLOG



WEBSITE



PERSONAL OUTREACH

Social Media BEST PRACTICES

1

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.

2

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.

3

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

4

Tag Them!

Many sponsors like to be publicly recognized by teams on social media with the opportunity to re-share 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: **@qualcommforgood** is a tag) or you "tag" accounts in a photo.

5

Tag Us!

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

Tag us on Instagram at **@FIRSTroboticscalifornia** so we can share. You can also tag @FIRST_official_.

 **DON'T USE:**
@firstcalifornia

6

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 *FIRST's* media wall.

NOTE:

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

Social Media

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

TRACKER

EXAMPLE

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

POSTING CHECKLIST

- ☒ Did you tell a story?
- ☒ Is your image compelling?
- ☒ Did you tag your Sponsor?
- ☒ Did you tag @firstroboticscalifornia?
- ☒ Did you use hashtags #FIRSTinCA and #FIRSTGameChanger?



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

LESSONS LEARNED

Thank you to (sponsor name) 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 (sponsor name)'s sponsorship of our team and connecting us with our amazing mentor (mentor name). He/she has helped us with (explain what they helped with) and taught us that (tell the lesson learned).

SKILLS GAINED

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

StoryHelper



EXAMPLE

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

TRANSFORMED

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



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

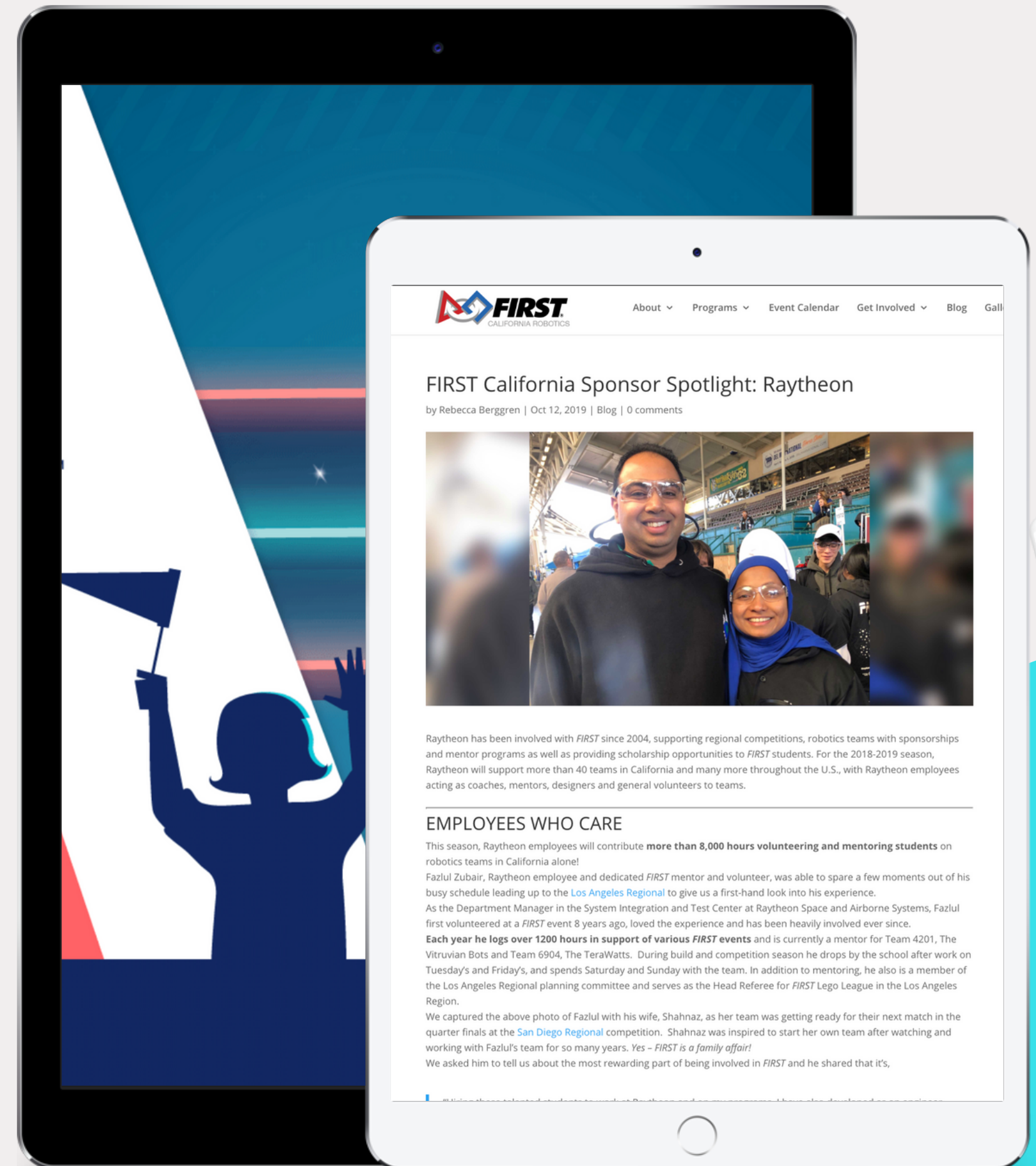
Thank you to (sponsor name) for your generous support of our team. We are proud of our Sponsor's efforts to (tell what you love about your Sponsor.)

Blog BEST PRACTICES

1 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.*

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

3 **Send** the newsletter to your Sponsor.



D Newsletter BEST PRACTICES

1

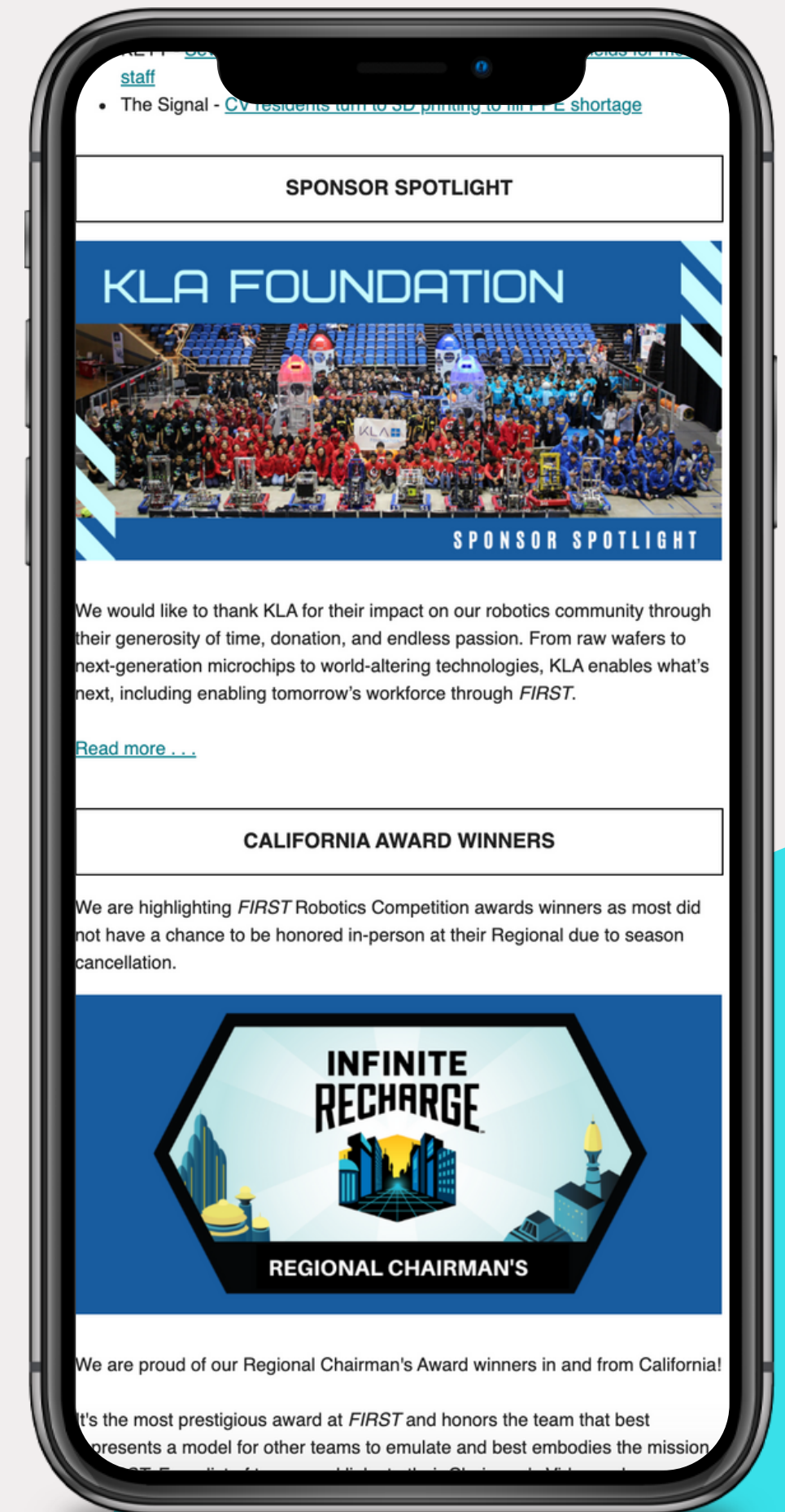
Add Sponsor **logos** to your newsletter.

2

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*.

3

Send the newsletter to your Sponsor.



Website BEST PRACTICES

1

Add Sponsor **logos** to your newsletter.

2

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.

