



SPONSORSHIP PROPOSAL

FIRST California Robotics



WORLD'S LEADING YOUTH-SERVING NONPROFIT ADVANCING STEM EDUCATION

WHO WE ARE

With over 679,000 global student participants per year, *FIRST* is a robotics community that prepares young people for the future..

For 30 years students from all walks of life have developed self-confidence in STEM and valuable, real-world skills through *FIRST* that open pathways to a better future.

Through a suite of team-based robotics challenges and backed by a million-strong global community of students, mentors, educators, coaches, volunteers, alumni, and sponsors in 110 countries, *FIRST* helps young people discover a passion for STEM and develop the skills they need to succeed in today's competitive workforce.



Our **project-based, hands-on FIRST programs** introduce students to engineering and coding in an engaging, inclusive, and creative classroom or after-school learning environment where students work collaboratively to solve an annual robotics challenge.

Our **PreK-12 programs** are designed to inspire innovation and help young people build a better future.

A SUITE OF HANDS-ON, STEM LEARNING PROGRAMS

GRADES PRE K - 12



Grades PreK-8 – Ages 4-16

FIRST LEGO League introduces STEM to children through fun, exciting hands-on learning. Participants gain real-world problem-solving experiences through a guided robotics program, helping students and teachers build a better future together. **FIRST LEGO League's** three divisions inspire youth to experiment and grow their critical thinking, coding, and design skills through STEM learning and robotics.



Grades 7-12 – Ages 12-18

FIRST Tech Challenge students learn to think like engineers. Teams design, build, and program robots to compete in an alliance format against other teams. Robots are built from a reusable platform, powered by Android technology, and can be coded using a variety of levels of Java-based programming.



Grades 9-12 – Ages 14-18

FIRST Robotics Competition teams design, build, and program robots starting with a kit of parts and a common set of rules to play in a themed head-to-head challenge. Teams also build a brand, develop community partnerships for support, and work to promote STEM in their local communities.



PROVEN, VERIFIABLE IMPACT

*Research proves FIRST drives
STEM engagement and outcomes*

Engaging in the *FIRST/FIRST* California robotics programs is **changing students' lives**, for the better, through **inclusion and community-building**. Students learn from each other by sharing ideas and forming long lasting relationships **far beyond high school**.

FIRST California also provides our students opportunities to continue their education and **enter the workforce via scholarships and internships and workforce development**.

A rigorous Longitudinal Study via Brandeis University

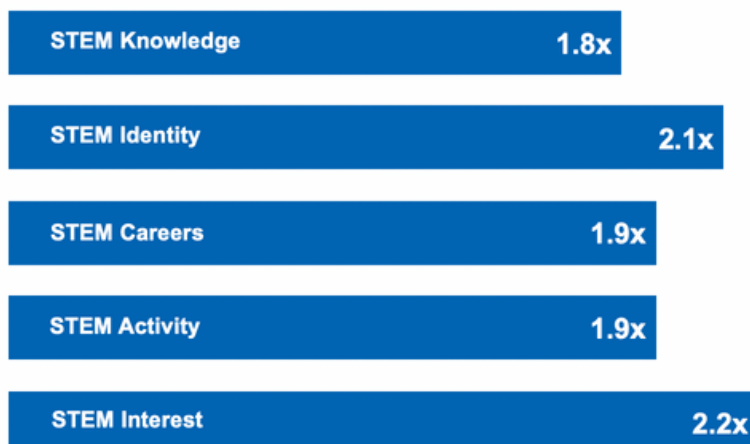
FIRST programs are evidence-based, with over 15 years of external evaluations providing proof of impact on the short-term outcomes and long-term impacts of program participation. More recently, **Brandeis University, Center for Youth and Communities** has been conducting a rigorous Longitudinal Study of the *FIRST* LEGO League, *FIRST* Tech Challenge and *FIRST* Robotics Competition programs.

STUDY SHOWS *FIRST*'S POSITIVE LONG-TERM STUDENT IMPACT

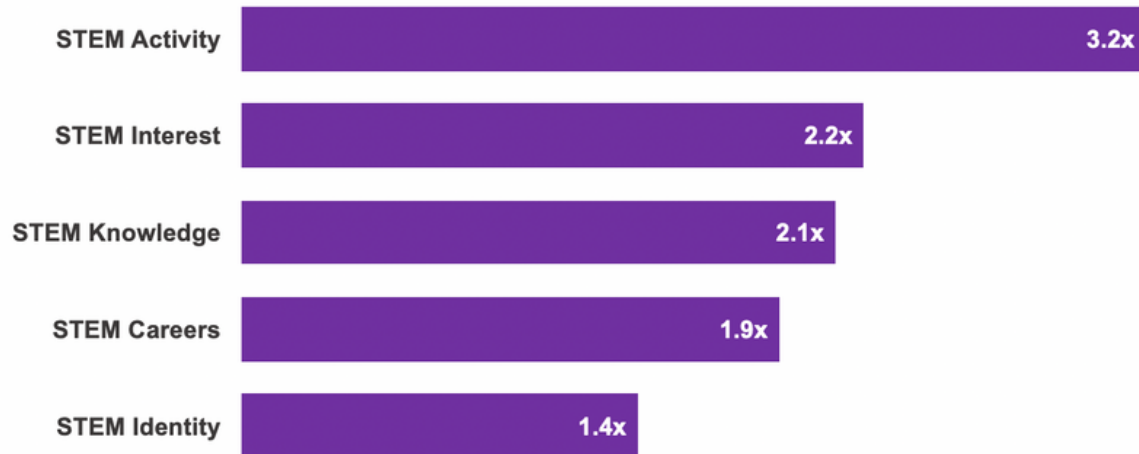
The **Brandeis University study** is designed to track new participants in *FIRST* and a comparison group of students recruited from the same schools, to assess changes in STEM attitudes, interests, intentions, and behaviors.



FIRST students **2X more likely** to show increase in STEM-related attitudes



FIRST female students more likely to show significantly higher levels in STEM outcomes. *In most cases, the gains for females were significantly larger than those for males.*



FIRST students from underrepresented communities show positive significant STEM impacts

Outcomes	Girls and Young Women	Economically Disadvantaged	Underrepresented Racial Groups	Urban	Rural
STEM Interest	+	+	+	+	+
STEM Activity	+	+	+	+	+
STEM Careers	+	+	+	+	+
STEM Identity	+	+	[+]	+	+
STEM Knowledge	+	+	+	+	+

FIRST'S IMPACTS PERSIST INTO COLLEGE

FIRST alumni are significantly more likely to pursue college pathways into Engineering and Computer Science.

They are more likely to be interested in majoring in computer science, engineering, and robotics; to take computer science and engineering courses, and to declare a major in computer science or engineering.

By year 4:

- *81% declare a major in STEM*
- *68% in engineering or computer science.*

68% vs 29%

FIRST alumni are more likely to declare a major in **engineering or computer science** than the comparison group

51% vs 16%

Female FIRST alumni are more likely to declare a major in **engineering or computer science** than their peers in the comparison group

FIRST IS MORE THAN ROBOTS

Our participants gain the confidence – and community – to build their future. We launched our **More Than** campaign to dismantle labels for kids and promote self-esteem through STEM.

Watch our MORE THAN campaign.



Watch the 2022 Disney+ documentary, “More Than Robots.” to get a deeper understanding of the transformative FIRST experience for participants.



FIRST IS MORE THAN ROBOTS

Life Skills & Social Emotional Development

FIRST programs stand apart in the STEM world of offerings due to our incorporation of the *FIRST* Ethos of Gracious Professionalism® and Coopertition® and commitment to the *FIRST* Core Values. In this incredible time of change, it is more important than ever that we engage students to practice empathy, understand self-assessment, manage behavior and emotions, and build social awareness and responsible decision-making in addition to other, more academic topics of education.

"Many FIRST alumni say that the robots were great, and learning new skills helped them, but what impacted them the most was the emphasis on Core Values and being 'good, smart people doing good, smart things,'

Students are not just learning STEM skills, but experiencing the challenges of teamwork, setting goals, and coping with the frustrations that come with worthwhile endeavors. On the path to competition, FIRST team participants learn about themselves and others to become leaders and participants in their communities. - Caroline Hanson, a long-time educator, FIRST coach

Belonging and a Sense of Family

What we hear so often when asking participants what they love about *FIRST* is that they feel that "*FIRST* is family". This is not surprising considering the amount of time students and mentors spend together in the safe and welcoming environment of their after-school robotics clubs. Its a safe-haven to connect and grow with each other - *often times spending more time with teammates than their parents!*

EQUITY, DIVERSITY & INCLUSION

Equity, diversity, and inclusion (EDI) is a strategic priority for our organizations. **Our goal is to serve a population of students that represents the demographics of the communities we serve** and to be deliberate and strategic in reaching the communities we are not currently serving in the state. We are reaching more students by extending our curriculum options to schools, providing professional development, offering flexible classroom bundles and additional support.

We have our eyes on growth around low-income schools and neighborhoods that may continue to struggle even after the pandemic ends. As schools and parents may deal with the financial impacts of this crisis for the next several years, these types of enrichment programs are likely to be some of the first cuts. We would like to ensure these students do not continue to fall further behind in their access to STEM-related programming.

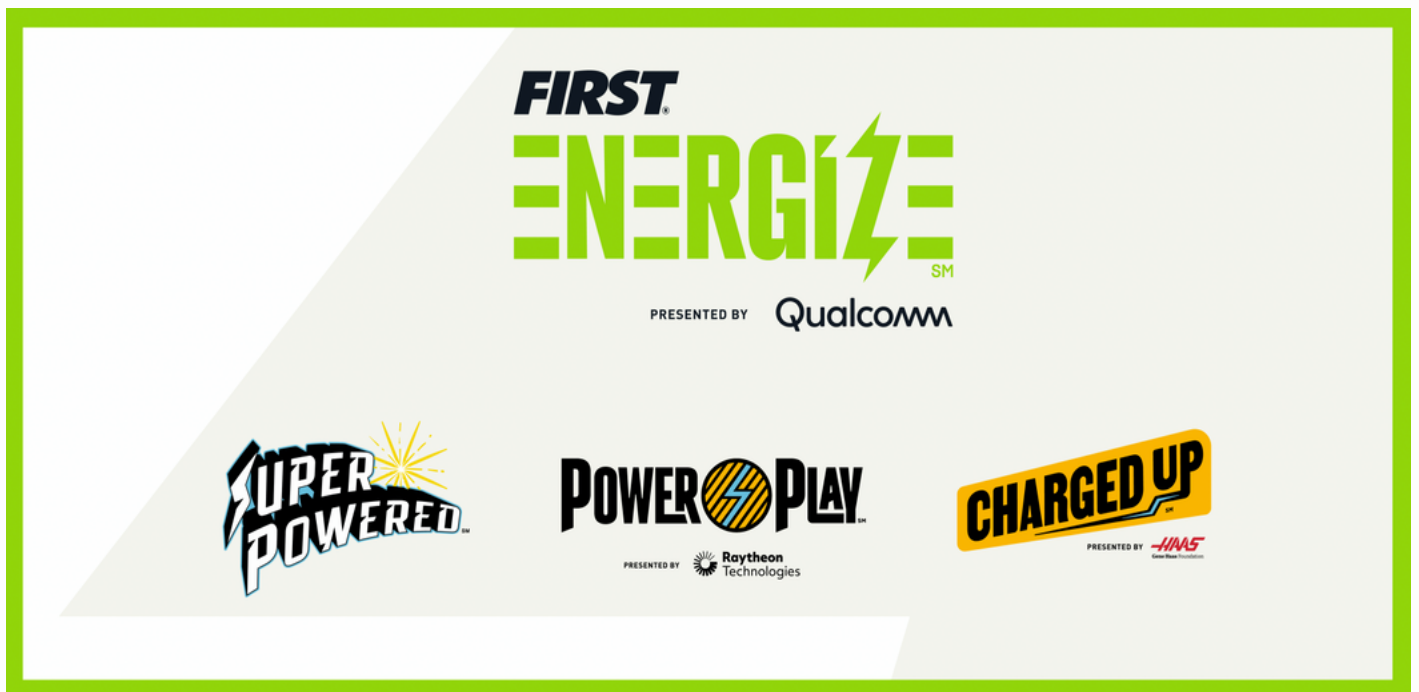
Training and Resources

As part of our commitment to creating a diverse, inclusive, and equitable *FIRST* community, we have partnered with leading organizations to create free EDI Trainings for all participants - students, mentors and volunteers.

JOIN OUR ENERGY-INSPIRED ROBOTICS SEASON: 2022-2023

This is the moment to get energized to innovate. From the machines that move us to the food that sustains us to the wireless technologies that connect us, energy plays an essential role in keeping our world running.

During our 2022-2023 robotics season, **FIRST® ENERGIZESM** presented by Qualcomm, our teams will reimagine the future of sustainable energy and power their ideas forward. Innovation can't wait.



Visit <https://info.firstinspires.org/first-energize-season> for details.

\$100,000

TITLE SPONSOR

- Exclusive branding opportunities
- Logo featured on Region Event banners and in the A/V presentation
- Includes **FRC Regional Co-Sponsor** benefits

SOCIAL MEDIA

- 5 dedicated social media posts
- 12 social media mentions

\$50,000

FRC REGIONAL CO-SPONSOR

- A blog feature in *FIRST* California newsletter
- Featured company for 1 Career Chat online event
- Includes **Leader in Technology** benefits

SOCIAL MEDIA

- 3 dedicated social media posts
- 8 social media mentions

\$25,000

LEADER IN TECHNOLOGY

- Speaking Opportunity at FRC Region Event(s)
- Opportunity to show video at Regional FRC Event
- Custom Digital Activations available
- Logo in monthly *FIRST* California newsletter
- VIP Invitations to *FIRST* Championship + *FIRST* Kickoff & Founder's Reception in NH
- Includes **Captain of Innovation** benefits

SOCIAL MEDIA

- 1 dedicated social media post
- 6 social media mentions

\$10,000

CAPTAIN OF INNOVATION

- Opportunity to participate in Regional Event Judging
- Ability to distribute merchandise and have event space at Regional event
- Includes **Friends of the Future** benefits

SOCIAL MEDIA

- 3 social media mentions

\$5,000

FRIENDS OF THE FUTURE

- Logo on the Region's Website
- Volunteer & Mentoring opportunities for employees
- Opportunity to post to *FIRST* California Alumni

SOCIAL MEDIA

- 1 social media mention