

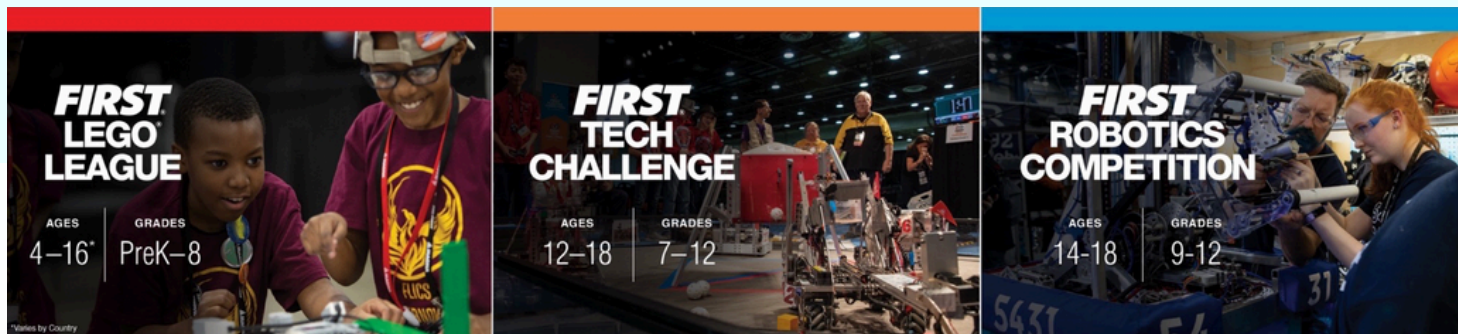


SPONSORSHIP PROPOSAL

FIRST California



FIRST IS A MILLION-STRONG ROBOTICS COMMUNITY PREPARING YOUNG PEOPLE FOR THE FUTURE



A SUITE OF TEAM-BASED ROBOTICS CHALLENGES

Our **PreK-12 project-based, hands-on 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**.

FIRST helps young people worldwide discover a passion for STEM and **develop the skills they need** to succeed in today's competitive workforce.

We aim to serve an **inclusive and diverse** audience by removing barriers and ensuring greater access to *FIRST* programs so that all youth can participate.



BUILDING YOUR FUTURE WORKFORCE

Thrilling, team-based robotics competitions equip students with STEM workforce skills and instill self-confidence



BUILDING A COMMUNITY OF GLOBAL CITIZENS

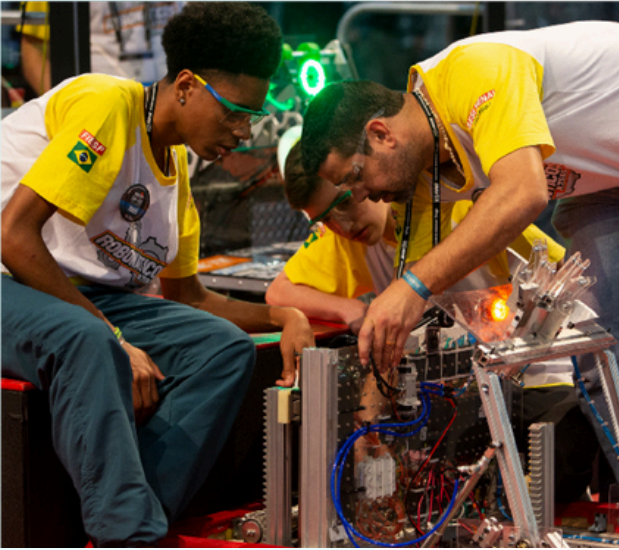
An inclusive community and powerful mentorship relationships empower young people to think big and look forward



BUILDING A BETTER FUTURE

We inspire young people to channel their raw curiosity and seek ways to improve the world around them

Over 2.5 million youth reached globally in 30+ years



YOUR FUTURE WORKFORCE FOUND HERE!

Consider *FIRST* California your ideal **workforce development partner!**

We are building a pipeline of young **STEM leaders and innovators with workforce skills** and fostering well-rounded life capabilities including self-confidence and communication.



FIRST IS MORE THAN ROBOTS

- A Sport Where **Every Kid Can Go Pro**
- Entrepreneurship Skills
- Life Skills & Social Emotional Development
- Belonging and a Sense of Family
- Direct Access to Role Models / Mentors

FIRST is the the subject of the original 2022 documentary "More Than Robots," now streaming on Disney+.



SKILL-BASED VOLUNTEERISM FOR YOUR EMPLOYEES

By becoming a supporter of *FIRST* California, **your employees can engage as mentors and volunteers** with the students and teams, ultimately boosting morale and building relationships with your future talent pool.

PROVEN VERIFIABLE IMPACT

Key findings from a rigorous 84 month Longitudinal Study via Brandeis University.

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

FIRST ALUMNI

More likely to be majoring in STEM fields than comparison group peers.

DECLARE A MAJOR IN ENGINEERING OR COMPUTER SCIENCE

FIRST ALUMNI

68%

COMPARISON GROUP

29%

WOMEN IN FIRST

Research shows
FIRST has a lasting impact on girls and young women.

DECLARE A MAJOR IN ENGINEERING OR COMPUTER SCIENCE

FEMALE FIRST ALUMNI

51%

FEMALE COMPARISON GROUP

16%



EQUITY, DIVERSITY, INCLUSION

FIRST is actively engaged in developing strategies, collaborations, grants, and initiatives that remove barriers and ensure greater access to *FIRST* programs for all youth to participate.

- **STEM Equity Community Innovation Grants**
- **FIRST FOR ALL** EDIB Fellowship for students
- **EDI Training** for the *FIRST* community

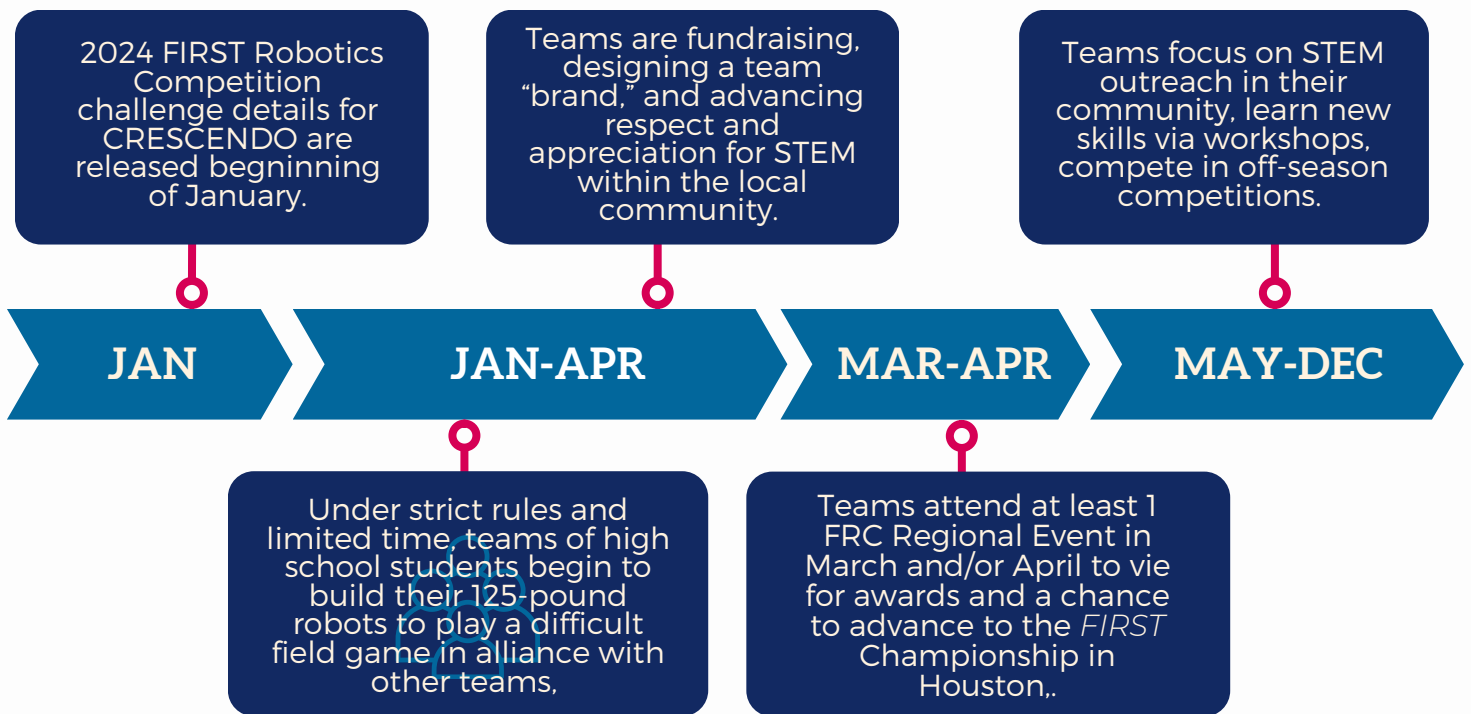
FIRST Robotics Competition

FRC PROGRAM SUPPORT

- Official FRC Regional Competitions
- Off-Season Competitions
- Workshops
- Team Support
- Volunteer Support



FIRST ROBOTICS COMPETITION SEASON TIMELINE



FIRST CALIFORNIA BY THE NUMBERS



8460 High school students impacted by the **FRC program** in '23/'24 season



13

FRC Regional **Events** in California - Aerospace Valley, Central Valley, Contra Costa, East Bay, Hueneme Port, Los Angeles, Orange County, Pinnacles, Sacramento, San Diego, San Francisco, Silicon Valley, Ventura

\$100,000+

TITLE SPONSOR

- Exclusive branding opportunities
- Speaking opportunity at multiple CA FRC Regional events
- Ability to distribute merchandise and have event space at multiple CA FRC Regional events
- Includes **FRC Region Co-Sponsor** benefits

SOCIAL MEDIA

- 3 dedicated social media posts
- 8 social media mentions

\$50,000

FRC REGION CO-SPONSOR

- Logo on cafirst.org homepage
- Custom Digital Activations available
- "Sponsored By" designation in 1 Premier Space*
- Video played at multiple CA FRC Regionals
- A blog feature in *FIRST California* newsletter
- Includes **Leader in Technology** benefits

SOCIAL MEDIA

- 2 dedicated social media posts
- 6 social media mentions

\$25,000

LEADER IN TECHNOLOGY

- Speaking Opportunity at 1 CA FRC Regional event
- Opportunity to show video at 1 CA FRC Regional event
- "Sponsored By" designation in 1 Special Event Space*
- Logo on 1 CA FRC Regional website
- Logo in A/V presentation on 1 *Regional Sponsor* slide & on the *CA Sponsor* slide for all 13 CA FRC Regionals
- Logo on banner at all 13 CA FRC Regional events
- Logo in monthly *FIRST California* newsletter
- Includes **Captain of Innovation** benefits

SOCIAL MEDIA

- 1 dedicated social media post
- 4 social media mentions

\$10,000

CAPTAIN OF INNOVATION

- Ability to distribute merchandise and have event space at 1 CA FRC Regional event
- "Sponsored By" designation in 1 Core Space*
- Opportunity to participate in CA FRC Regional judging
- Includes **Friends of the Future** benefits

SOCIAL MEDIA

- 2 social media mentions

\$5,000

FRIENDS OF THE FUTURE

- Company name on 1 CA FRC Regional website
- Company name in A/V presentation on 1 *Regional Sponsor* slide & on the *CA Sponsor* slide for all 13 CA FRC Regional events
- Company name on banner at all 13 CA FRC Regional events
- Volunteer & Mentoring opportunities for employees
- Opportunity to post to *FIRST California Alumni*

SOCIAL MEDIA

- 1 social media mention

CAFIRST.ORG

***DESCRIPTION OF SPONSORED SPACES**

TITLE SPONSOR - As the Title Sponsor, your company's name will be prominently featured as part of the event title,

- Ex: "San Francisco Regional, presented by [Your Company],"

PREMIER SPACE - Your company's name will be prominently featured in 1 Premier Space at a CA FRC Regional

- Ex: competition field, pits area, volunteer catering, volunteer room, or A/V, trivia event

SPECIAL EVENT SPACE - Your company's name will be prominently featured in 1 Special Event Space at a CA FRC Regional

- Ex: Women in STEM event, Mentor Lunch, Alumni Mixer

CORE SPACE - Your company's name will be prominently featured in 1 Core Space at a CA FRC Regional

- Ex: safety glasses, practice field