



# SPONSORSHIP PROPOSAL

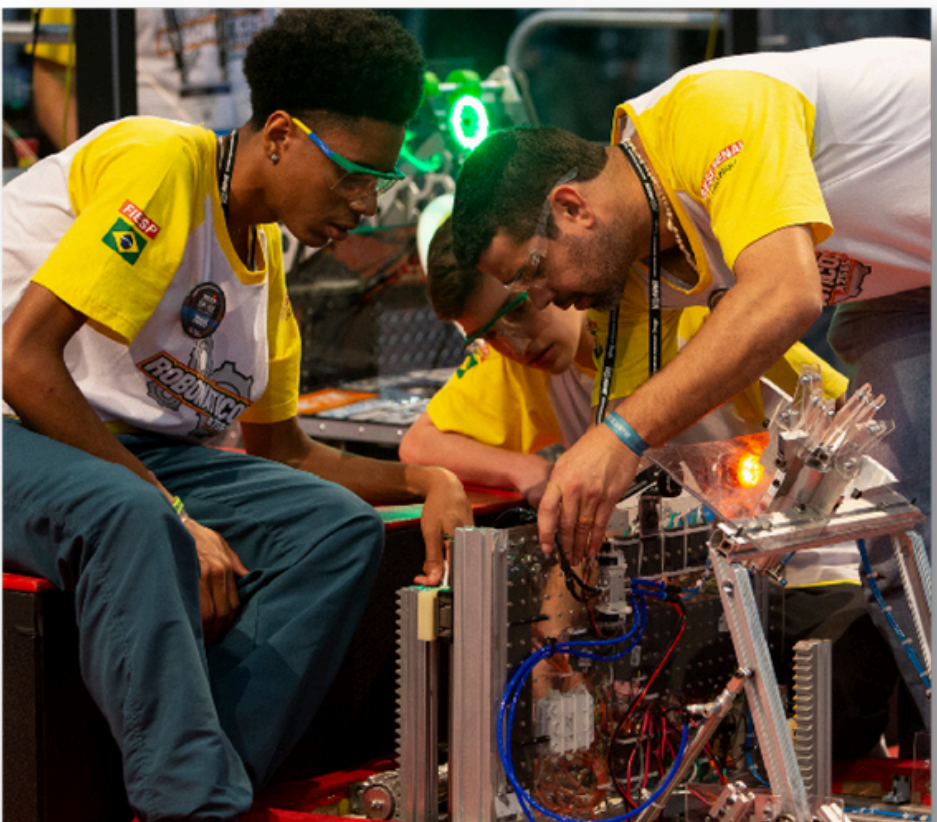
2025 / 2026





## 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 and Mentors



## YOUR FUTURE WORKFORCE FOUND HERE!

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

We are building a pipeline of young leaders and innovators with STEM and **real-world skills** to become **productive global citizens** – including teamwork, resiliency, and communication.

## *FIRST* Alumni

*“FIRST gave me **engineering skills** that I use on a daily basis, but I think the biggest skills it gave me were all the non-technical skills like **public speaking and confidence and teamwork.**”*

Sarah H, Senior  
Product Manager at  
John Deere





## 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.



## STEM FOR EVERYONE

This commitment includes promoting and engaging in initiatives that ensure a welcoming community for all participants.

- **FIRST FOR ALL** Fellowship for CA students
- **STEM FOR EVERYONE** Training
- **STEM** Community Innovation Grants

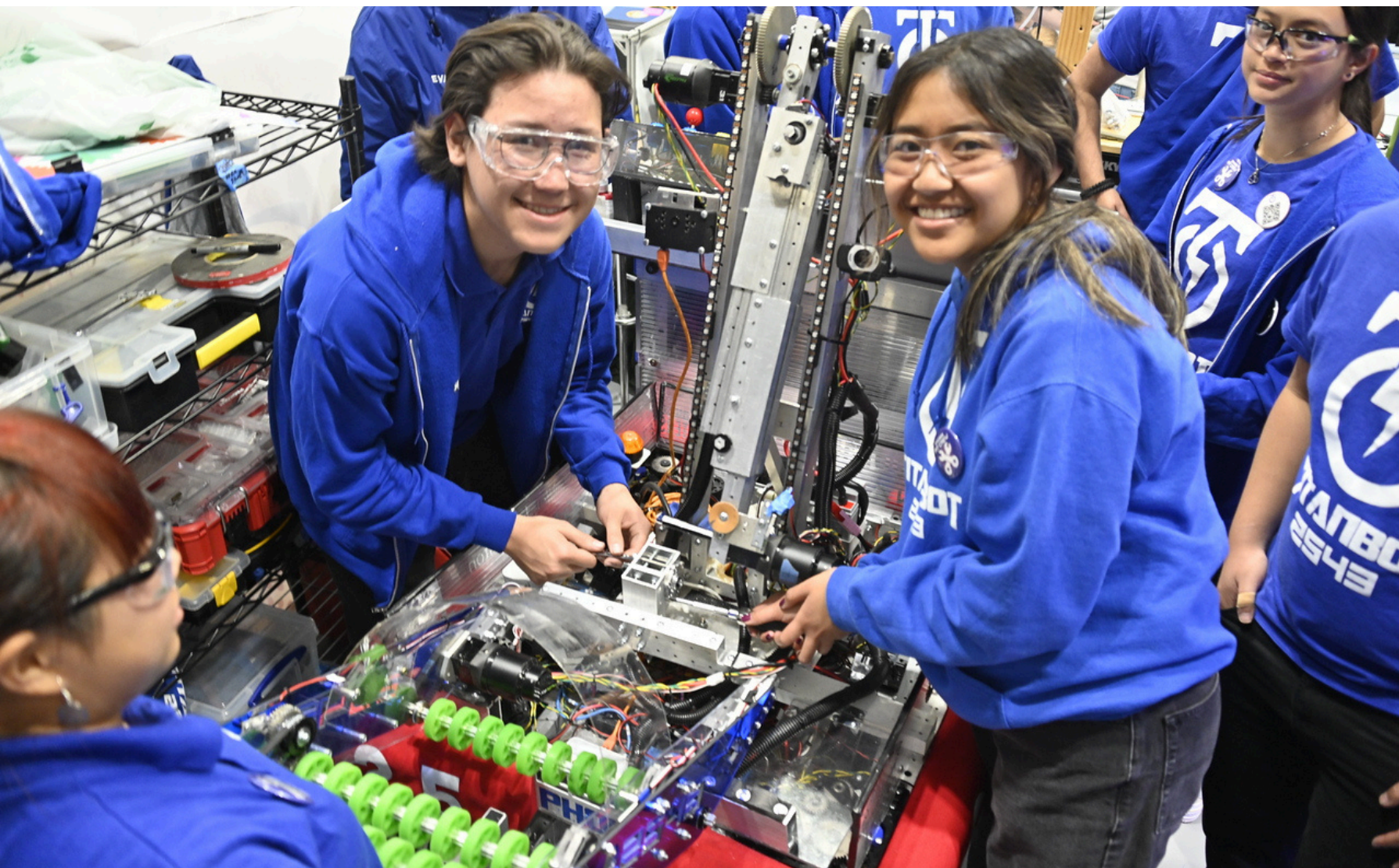
*“If schools don’t provide **opportunities** that nudge students into STEM, plus **mentorship and exposure to STEM careers**, many students will never experience these fields.”*

Alvaro B,  
California educator



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

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



**FIRST Alumni**

By their fourth year in college, *FIRST* alumni are more likely to major in STEM fields than their peers.

DECLARE A MAJOR IN STEM (SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH)

FIRST ALUMNI

81%

COMPARISON GROUP

64%

DECLARE A MAJOR IN ENGINEERING OR COMPUTER SCIENCE

FIRST ALUMNI

59%

COMPARISON GROUP

24%

**Women in FIRST**

Young women in *FIRST* have significant gains in STEM compared to their peers.

DECLARE A MAJOR IN ENGINEERING OR COMPUTER SCIENCE

FEMALE FIRST ALUMNI

48%

FEMALE COMPARISON GROUP

16%

MORE LIKELY TO TAKE COURSES IN ENGINEERING OR COMPUTER SCIENCE

3.5x

Computer Science

2.5x

Engineering

"x" = times as likely



## 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 **the annual robotics challenge**.





## Designing, Programming, and Building Robots

Each year, teams of high school students in the *FIRST* Robotics Competition (FRC) spend the first two months designing, programming, and building industrial-sized robots to play an action-packed, themed game revealed in January.

## Adult Mentorship

Guided by **adult mentors** in a 360-degree learning environment, students engage in real-world engineering, manufacturing, and problem-solving

## Competitive Events

In the Spring, they compete on a themed field as part of a three-team alliance in the spirit of **Coopertition**.

## Real-World Workforce Skills

Teams also create a unique team identity, raise funds, and promoting STEM in their communities. These experiences prepare students to make meaningful contributions to the workforce and launch successful STEM careers—making this the perfect time for industry leaders to connect with the next generation of innovators.



## California Teams Dominate the World Stage for 11 Consecutive Years

Over the past 11 years, *FIRST* Robotics Competition teams from California have been part of either the winning or finalist alliance at the ***FIRST* Championship every single year**—an extraordinary record of consistency and competitiveness.

## California Teams Earn *FIRST*'s Highest Honor

California is home to **multiple winners of the *FIRST* Championship Impact Award** (formerly called the Chairman's Award)—the highest honor in *FIRST*. This award recognizes teams that are true role models, not only for their engineering achievements but for their long-term impact in their communities and the advancement of STEM education.

Supporting *FIRST* in California means **investing in a proven pipeline of STEM excellence** and future-ready talent.



**3X Championship Winner & 2025 Winner**  
MadTown Robotics from Madera, CA



## CALIFORNIA EVENTS

### By the Numbers:

300 teams, 9,000+ high school students, 1,200 volunteer roles

### ★ 2 CHAMPIONSHIPS

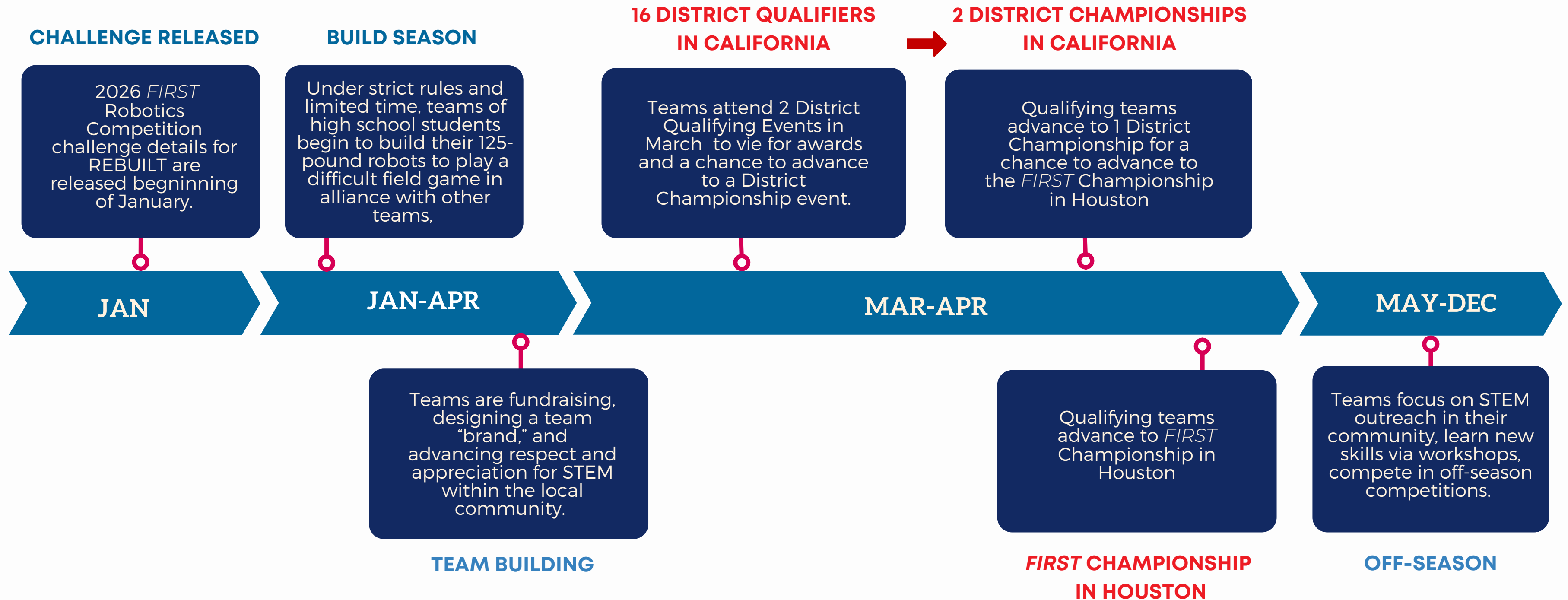
Per event: 60 teams, 100 volunteer roles, 3 days

### ● 16 QUALIFIERS

Per event: 38 teams, 100 volunteer roles, 2.5 days









STATE CHAMPIONSHIP	\$200,000	\$150,000	\$100,000	\$50,000	\$20,000	\$10,000
DISTRICT EVENTS	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000
	TITLE SPONSOR	PLATINUM SPONSOR	CO-SPONSOR	LEADER IN TECHNOLOGY	CAPTAIN OF INNOVATION	FRIENDS OF THE FUTURE
Exclusive Branding Opportunities	✓					
Custom Digital Activations	✓	✓				
Logo on cafirst.org homepage	✓	✓	✓			
Sponsor a Premier Space	✓	✓	✓			
Speaking opportunity at event	multiple events	multiple events	1 event	1 event		
Video / Commercial played at event	multiple events	multiple events	multiple events	1 event		
Logo in monthly FIRST California newsletter	✓	✓	✓	✓		
Your company initiative shared to teams	✓	✓	✓	✓		
Booth space / distribute merchandise	multiple events	multiple events	1 event	1 event	1 event	
Social media posts or mentions	✓	✓	✓	✓	✓	
Volunteer opportunities for employees	✓	✓	✓	✓	✓	✓
Access to FIRST California Alumni group	✓	✓	✓	✓	✓	✓
Opportunity to participate in event judging	✓	✓	✓	✓	✓	✓
Featured on physical banner at all events	logo	logo	logo	logo	name	name
Featured in A/V presentation	logo	logo	logo	logo	name	name
Featured in Program Book	logo	logo	logo	logo	name	name
Featured on event homepage	logo	logo	logo	logo	name	name



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**MORE INFO:**

CAFIRST.ORG/SPONSOR