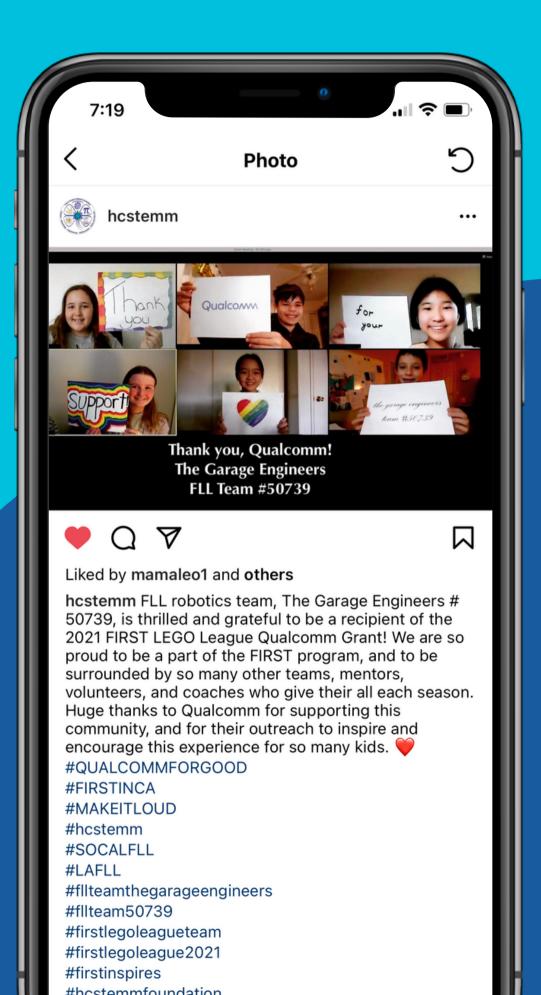


# SPONSOR RECOGNITION TOOLKIT

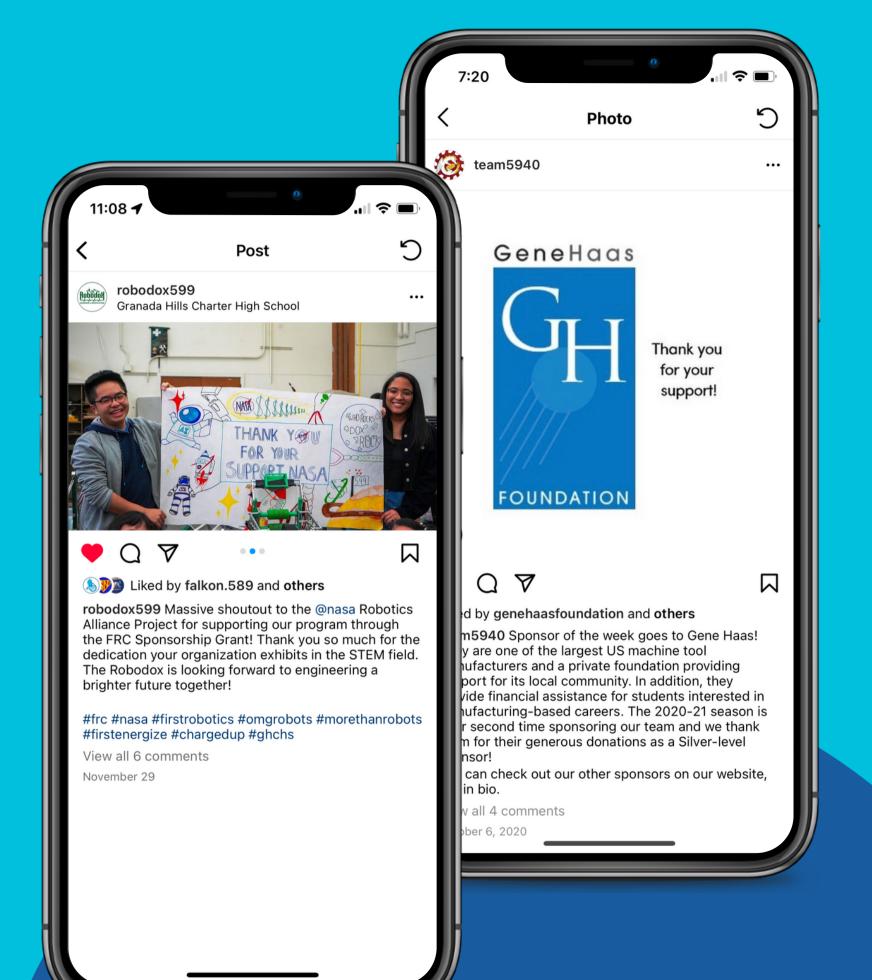


# How will you show your thanks?

Now more than ever, it's vital that we show our appreciation for our Sponsors' extraordinary support and commitment in unique and different ways.

To help you easily and meaningfully 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.



# 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 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 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: **equalcomm**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 **eFIRSTroboticscalifornia** so we
can share. You can also tag **eFIRST\_official\_**.

#### Od 🚫

#### DON'T USE:

efirstcalifornia (that is not our account.)

#### Use #Hashtags

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

Also us *FIRST*'s hashtags #morethanrobots, #omgrobots and this season's hashtags #CRESCENDO, #FIRSTINSHOW.

#### **NOTE:**

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

## Social Media BEST PRACTICES

#### Start a LinkedIn Account for your Team!

By using LinkedIn, your team can publicly acknowledge and thank your sponsors in a setting that reaches a targeted audience of industry leaders and professionals.

- Thanking sponsors on LinkedIn highlights their commitment to STEM and community development within their relevant business community.
- Teams can share their journey and successes, showcasing the pivotal role of sponsors.
- LinkedIn offers networking possibilities with professionals, opening doors for future collaborations and career opportunities.
- Content on LinkedIn has a longer lifespan, leading to greater visibility and sustained engagement.

BE SURE TO FOLLOW: FIRST California at <a href="https://www.linkedin.com/company/first-california">https://www.linkedin.com/company/first-california</a>

## Social Media

Add all your team's 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	LINKEDIN ACCOUNT	POST
EXAMPLE	Qualcomm	@qualcomm	1/12/24 2/12/24	@qualcomm	1/12/24	@qualcomm	2/12/24

#### POSTING CHECKLIST

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

# 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 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).

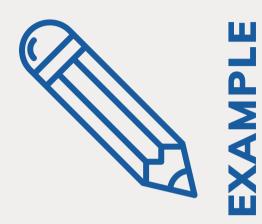
#### MENTOR APPRECIATION

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 (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



Thank you to **@pacificgasandelectric** 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 to build our robot. Wish us luck! **#morethanrobots #FIRSTinCA #CRESCENDO #FIRSTINSHOW @FIRSTRoboticsCalifornia <b>@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 (<u>list first names</u>) want to thank (<u>sponsor name</u>) for their generous sponsorship of our team. We are proud to announce that our Seniors will be attending (<u>name schools and field of study here</u>) and they are thankful to *FIRST* and your support for helping to pave their way! (<u>OR - add whatever personalized appreciation each senior has to say</u>). 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.)

### Blog **BEST PRACTICES**

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 blog to your Sponsor.



About v Programs v Event Calendar Get Involved v Blog Gallery Contact

FIRST California Sponsor Spotlight: Raytheon



eon has been involved with FIRST since 2004, supporting regional competitions, robotics teams with spo 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 employee

#### **EMPLOYEES WHO CARE**

This season, Raytheon employees will contribute more than 8,000 hours volunteering and mentoring students on

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

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,

"Hiring these talented students to work at Raytheon and on my programs. I have also developed as an engineer, learning new skills such as CAD, programming, and machining. Working with high school students to form a team also helps make me a better leader at Raytheon."

And like so many others in FIRST, he knows first-hand that it's more than just the robots. Fazlul shared this story about how he sees FIRST changing lives.

"Students come into FIRST with other career plans, then after a season decide to go into STEM fields. I have seen this over and over again. The best example is our Systems Director. She started high school with the intention to be an nglish teacher, and now she wants to work in STEM, then come back and teach engineering to the next generation

San Diego FTC - Workshop Los Angeles FLL - Event

FIRST California 2020-2021 Season Update

October 2020 July 2020

May 2020

February 2020

### Newsletter

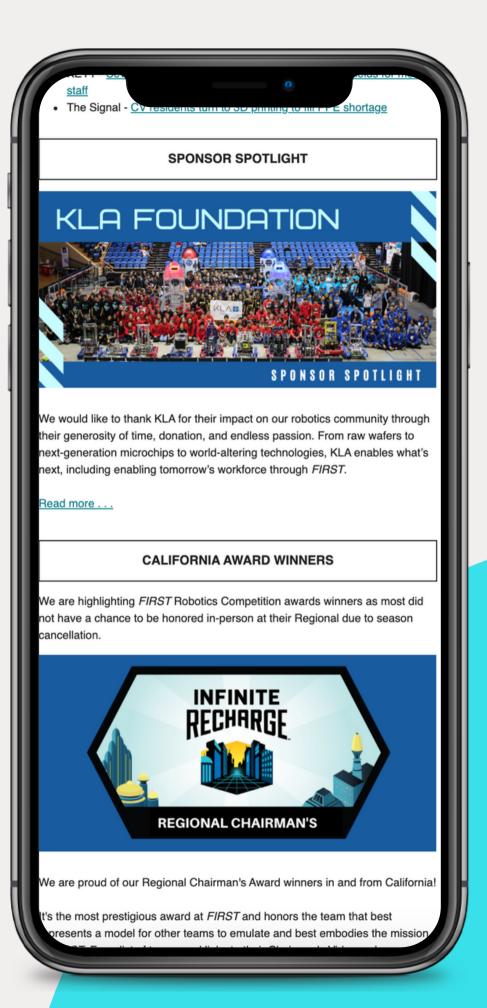
#### BEST PRACTICES

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.



# Mebsite BEST PRACTICES

Add Sponsor **logos** to your newsletter.

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

## Personal Outreach

**IDEAS** 

Write a handwritten thank you notes and have everyone on the team sign it.

Give a physical thank you gift - a framed pic of the team with the frame signed, a plaque, etc.

After the season is over, have everyone on the team sign a game piece and present it to them.

## Newsletter, Blog, Website

#### TRACKER

SPONSOR	LOGO ON WEBSITE?	LOGO IN <b>NEWSLETTER</b> ?	FEATURED IN <b>NEWLETTER</b> ?	FEATURED IN <b>BLOG</b> ?	PERSONAL OUTREACH
Qualcomm	yes	yes	yes — Highlighted their mentor for our team, Feb 2024	yes — wrote a post about how their support impacted us, April 2024	custom made plaque hand delivered in May

# Thank you all for your hard work and innovation!

PLEASE REACH OUT IF YOU HAVE ANY QUESTIONS!

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

