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FTC Sponsors

Sponsors

How to Get & Keep Them





What Club Sponsors Mentors & Financial Sponsors Bring to the Table

- FIRST
 - Requires Each Team to Register With 2 Sponsors
 - Youth Protection Program Screening

- Club Sponsors
 - Where Would Your Club Meet?
 - Who Deals with the School Requirements

- Mentors
 - Who would be There to Help with Technical Issues.

- Financial Sponsor
 - Where would the Funding Come From

How Would Your Club Exist Without Them?

Loose Anyone of These and Your Opportunity to Compete May Not Exist



School & Club Admin Sponsors

Club Sponsors are Often Putting Their Jobs on the Line

- School Club Sponsors
 - Represent the School Business Side of the Club
 - School Rule Compliance
 - School Trip Requirements & Compliance
 - Work with the Book Keeper
 - Schedule Their Replacement
 - On Their Time

- What They Need From You
 - Your Attention to the Rules They Set
 - Your Good Conduct & Safety
 - They Should Not Need to Repeat Requests for Actions
 - Parents to be Kept Informed by the Students
 - Get Your Parents Involved Helping Out



Club Mentors

Motivation Meets Commitment

- Club Mentors
 - Past or Present Professionals in STEM Fields
 - They Bring the Experience of Being There
 - Turn the Program into an Engineering Experience
 - Try to Keep Teams Focused on the Task At Hand
 - Many are Level II Cleared Volunteers
 - Many Help Run League & State Level Events
 - Their Time, They All Could Be Doing Something Else

- What They Need From You
 - Your Attention & Focus on the Program
 - Your Good Conduct & Safety
 - They Should Not Need to Repeat Requests for Actions
 - Study & Be Prepared
 - Student to Student Mentoring



Club Sponsor & Mentor

Recognition For Being There

- Club Sponsors & Mentors
 - Send a Letter of Appreciation to
 - To the School
 - Their Employer
 - To Them
 - Team Pictures of the Team or Memorable Candide Shots
 - End Of Year Events
 - FIRST Makes this Easy - The Compass Award

Think About the Huge Commitment of Hours these Individuals are Giving You
What is that Really Worth?

The Answer is: Your Existence as a Club



Financial Sponsors

Identify What You Need

- Identify Real Goal / What Do You Need
 - How much money does your Team need:
 - To Raise Through Fundraising Efforts?
 - Anticipate Raising through Grants?
 - To Raise through Sponsorship?

- Sponsors & Getting Them
 - How will you Promote a Sponsor if you Receive Funding?
 - What are You Going To Do with the Funding?
 - Show them the Bottom Line
 - STEM & Consumer Based Companies
 - Check Where Your Parents Work
 - Convey Personal Experience in the Program
 - What is FIRST to You
 - Use a Trifold Business Plan to seek out Sponsors.



Financial Sponsors

Okay But Where Do You Find Them

- Go Local First
 - Local Businesses are Part of the Community
 - Try Starting with Google “Engineering (Your County)”
 - Try Googling STEM or STEAM Grants
 - Larger Local Chains, Stores Power Companies.
 - STEM & Technology Stores
 - Don’t Forget Companies that the Students Parents Work

- National Groups with Local Ties
 - This is another Google Search
 - FIRST Based Grants
 - DOD & Engineer Businesses



Sponsors

Engaging Sponsors

- Sponsors & Keeping Them Engaged
 - How will you Promote a Sponsor if you Receive Funding?
 - Logo on Team t-shirts and flare.
 - Robotics Demo / Photo Ops
 - Letters of Recognition
 - Framed Pictures with Their Logo
 - Sponsor Feed Back & Involvement
 - Fulfil Grant Requirements Fully, or Better Yet, Over the Top
 - Invite Them to League Events
 - Invite Them as a Guest to Meetings
 - Treat them as a Part of Your Organization, Okay Maybe Better.
 - Show Them Their Funding Went to a Good Cause
 - Send them a Season Summary of the Club
 - Ask for Mentors



Sponsors & Mentors

So Why Do They Do It

- To Keep Active
- Part of a Job Commitment
- They Are Your Parents and Choose to be Involved
- Social Time With Others Interested In STEM
- To Keep Their Skills Sharp
- To Pass Their Skills Down
- Job Related Benefits
- They Enjoy Robotics
- They Enjoy Working With Students
- They Enjoy the Creative Side of the Program

- Most of All, They Volunteer For YOU!

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Questions ???????

- Schedules
- Business Plans
- Sustainment Plans