

Edina Robotics *FIRST*® Team 1816 – The Green Machine

Fundraising and Sponsorship



- *Anyone* can sponsor a *FIRST* team
- Potential donors are everywhere
 - Local community businesses and retailers
 - Parents' employers (and friends too!)
 - Technology companies
 - Any major employer
 - *Regardless of trade*
- Remember... start early!
 - *No one will want to fundraise during the six week build!*



▫ Prepare a Sponsorship Folder or Packet

- Your packet should include information including:
 - The benefits of sponsoring a *FIRST* team – specifically yours!
 - Team information
 - Name of robot, school name, etc.
 - Brief team overview
 - *FIRST* information
 - A Team giveaway item (button, t-shirt, et al)
 - Technical Information
 - Information about your Sponsorship Levels: Spell out what sponsors receive for their donations (i.e. at the \$2500 Silver Level the sponsor's name appears on the pit banner)
 - A specific request for sponsorship. State what you would like in terms of dollars or donations.

▫ *You won't get everything that you ask for,
but if you don't ask, you won't get anything!*

Contact Information



Edina Robotics *FIRST* Team 1816
The Green Machine

www.edinarobotics.com
www.mnfirstregional.org
contact@edinarobotics.com

About our team:

Images



Edina Robotics *FIRST* Team 1816-
The Green Machine,
is a group of 36
Edina High School
students who utilize

their interests in math, science, engineering, computer programming, media, web design, animation, corporate finance, marketing and business to compete in the *FIRST* Robotics Competitions. The team formed in the fall of 2005 and is now in its seventh year.

The Green Machine:

- Hosts "Minnesota Splash," a pre-season event. In 2011, we moved to webinars streamed via the Microsoft Technology Center, Edina. This new format enabled us to reach outstate Minnesota as well as teams in the Twin Cities metropolitan area.
- Each season builds a complex robot capable of competing in the *FIRST* competitions.
- Is instrumental in the success of the annual double-regional competitions at the University of Minnesota.
- Is a valued alliance partner, advancing to final elimination rounds in most Regional competitions.
- Team Website consistently wins "Best Website" and Excellence ratings at Regional and Championship events.
- Won the Autodesk Visualization animation award at the 2009 Minnesota North Star Regional.
- Winners of *FIRST*'s most prestigious award, the Chairman's Award, at the 2008 Minnesota Regional Competition and the Regional Engineering Inspiration Award, 2011 Lake Superior Regional Competition.



"Zeus on the Field"
2010

Quick Summary

Robot Information



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What does our *FIRST* team do?

- | | | |
|--|---|---|
| <p><i>Fundraising and Outreach</i></p> <ul style="list-style-type: none"> • We seek corporate sponsors to underwrite team operations • Team members present to sponsors • The team enthusiastically drives STEM activities community-wide | <p><i>Robot Build</i></p> <ul style="list-style-type: none"> • Each year a new challenge is released • Six weeks to build and program a new robot • Robots designed and built from scratch by high school students grades 10-12 • Programming in C++, Java and/or LabVIEW | <p><i>Competition</i></p> <ul style="list-style-type: none"> • Teams compete with their robots at regional and state tournaments |
|--|---|---|

Meet *Zed*, our 2013 robot:

Climbing Hooks

- Pair of hooks lift robot off the ground
- Scores bonus points at the end of the game

Augers

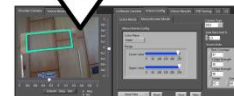
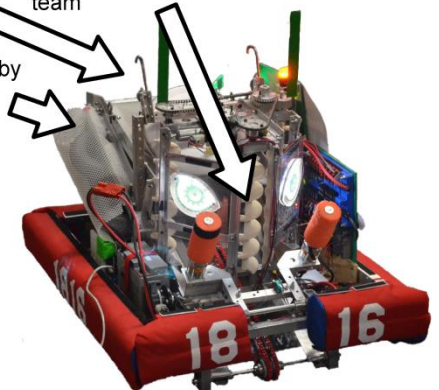
- Store Frisbees before shooting at goal
- Custom made, 3D printed by 1816 sponsor Stratasys
- Designed by our Computer-Aided Design team

Frisbee Shooter

- Powered by two rubberized wheels
- Frisbees moved from augers to shooter by a belt
- Spinning wheels vs. solid wall gives the Frisbee spin

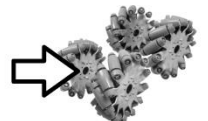
Vision Tracking

- Robot camera automatically aims shooter at the goals
- Target tape outline reflects green light from robot
- Computer "sees" goal outline and aims shooter automatically



Mecanum Wheels

- Omnidirectional wheels allow Zed to turn and slide in any direction
- Extremely maneuverable



Request a meeting with the executive who has responsibility for community outreach or handles Community sponsorships

- Call
 - Email
 - Mail
 - Face-to-face
- If the executive cannot meet with you immediately, be sure to mail or drop off the information packet and your contact information for follow-up.
- Always offer to give a presentation and demo to show your robot
- *This is highly recommended, most executives will be impressed!*

The more companies contacted, the better the chances of getting a sponsorship



Step 3: Making Contact

▫ Presentations are Fun!

▫ But only if:

▫ PRACTICE!

A business presentation is not the time to rehearse what you want to say

▫ Send a small group (3 – 4 people) to represent the team.

▫ Wear your team uniform.

▫ Talk about:

▫ Your *FIRST* team

▫ Why you need their sponsorship

▫ What is in it for them as a sponsor

▫ Mention the names of the team's other sponsors

▫ Other fundraising you've done and state the results

▫ Remember:

▫ Eye contact

▫ Stay organized

▫ Clear and concise

▫ Be yourself

▫ Optional:

▫ If this is an arranged visit, ask if you can bring your robot. Include a fresh battery in your go-to-demo kit!

▫ Be sure to highlight unique elements about your team



Step 4: The Follow Up

- What to do if a company doesn't respond?
- After 3 – 4 business days, re-contact the company
- Send an email or call the executive
 - Remind them of the meeting or information you sent
 - Offer to answer any questions
 - Give them more info about sponsorship benefits
 - Always thank them for their time and interest

*You don't want to pester a company,
But don't let them forget about you either*



□ Thank and Reward your sponsors!

- Put their logo everywhere (pit signage, website, social media)
- Gift baskets (team shirts, pictures, buttons, etc.)

- Build a relationship
 - Keep them updated on your progress
 - Offer to present to their employees at corporate events

- Represent them well, mention them by name when interviewed by media

- Sponsors on-board by early December should be entered into TIMS by your team's main contact. This information is used in the *FIRST* Program Books distributed at competitions. Sponsors like seeing their name here.



- Maintain an ongoing dialog with your sponsors
 - Ask if your team can attend company events and demonstrate your robot
 - Join with them on community service events
 - Invite sponsors to your team's outreach events



Some Miscellaneous Things to Consider

▫ Not all Sponsorships must involve money!

▫ A sponsor or donor can also...

- Supply your team with volunteers and mentors
- Offer work space and storage
- Supply materials and equipment
- Donate food
- Offer a discount on needed materials and items

Many times, businesses are happy to offer “in-kind” goods and services. Be sure to add-up the cost of their donations to determine their ‘level’ of sponsorship

*Having to spend less money can be just as valuable
as having money to spend*



Other Ways to Raise Money

- Bake sales
- Silent Auctions
- Spaghetti Dinners
- Run Concessions Stands
- Organize and run a rummage or a garage sale
- Collect recyclables and return to a recycling center for cash
- Bag groceries for tips
- Car washes
- Restaurants often offer community groups fundraising nights. They will share a percentage of proceeds with your team. Ask at chains like Chipolte and Noodles - local restaurants, too.
- Sales of seasonal items like wreaths and poinsettias



- A website can be a very effective way to...
 - Communicate
 - Advertise
 - Show sponsors how much your team appreciates their support

- Social Media: Be selective.
 - Facebook
 - Twitter
 - Instagram
 - Vine
 - YouTube and other video sites
 - Tumblr
 - Pinterest





THE GREEN MACHINE

Search the Site

Search

HOME NEWS ABOUT US FIRST® ACTIVITIES RESOURCES MEDIA TEAM RESOURCES

SPONSORS



BLOG

News

News Releases

Blog



1816 has a mobile site:
m.edinarobotics.com

Green Machine T-shirt Sightings Around Town

Posted by Lauren on October 14, 2012

The Green Machine was out picking up trash and trimming up trees on Saturday October 13 as part of the 4th annual Edina Day of Service. It was really nice to spend the day with people from one of our sponsors, Dow Water & Process Solutions. This year we've really stepped up our commitment to working with our sponsors and other community groups to have a greater positive impact on our community. In just a couple of weeks, we'll partner up again with Dow to package sandwiches and other food items as part of community night at VEAP (Volunteers Enlisted to Assist People).

We'll also join with other volunteers to make "Star Wars Day" at the Ridgedale Library a space fantasy come to life. At the same time, we haven't forgotten about our robots. Fall is a busy to take our robots to different events. We are in the process of fixing our 2009 robot, Zeus, who still captivates attention as it zooms around 'dumping' balls on its audience. We are also attempting to make the drive train more efficient on our 2012 robot, Zephyr. Plus, work continues on making our mecanum drive robot functional. That really is sharpening



The Dos and Don'ts

□ DO:

- Stay organized
- Be professional (and gracious)
- Ask many companies
- Use your website and social media
- Represent *FIRST* well
- Wear Your Team Uniform to present

□ DON'T:

- Get Discouraged
- Pester companies
- Lose information
- Think that a little work will be highly rewarded. You will get back what you put in.



Questions?

- Contact The Green Machine at: contact@edinarobotics.com
- Facebook: [The Green Machine](#)
- Via Twitter: @FIRSTteam1816

Other good resources:

- Usfirst.org
- Chiefdelphi.com

