

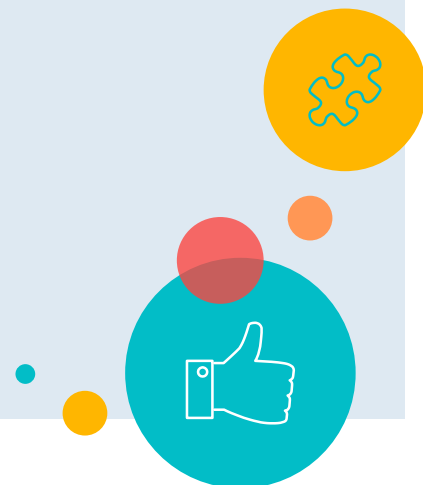


We invite you to join our community by becoming a sponsor of Foundation for Inspiration and Recognition of Science & Technology (*FIRST*®) in California. Your investment supports over 284 *FIRST* Robotics Competition teams impacting over 7,100 local high school students.

For 2017-2018 students will compete in nine regional *FIRST* Robotics Competition events in California, including our inaugural **Aerospace Valley Regional Competition**.

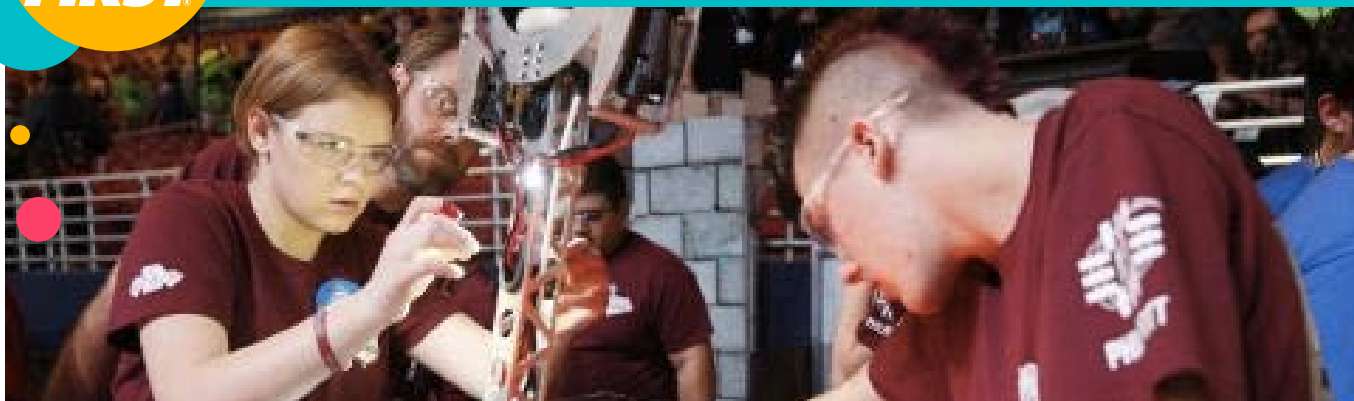
Since 1992, *FIRST* has been inspiring youth to become science & technology leaders & innovators, by engaging them in exciting, mentor-guided, project-based programs that teach science, technology, engineering, and math (STEM) skills, inspire innovation, and foster well-rounded life capabilities. *FIRST* provides a progression of STEM programs from elementary school through high school that focus on:

- **Building STEM Awareness, Skills, and Intent**
- **Leadership, Innovation, and Entrepreneurship**
- **21st Century Work-Life Skills**





FIRST Robotics Competition



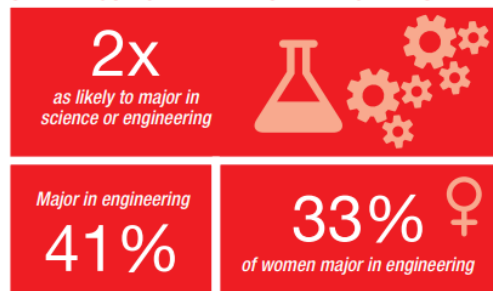
FIRST® Robotics Competition - (FRC) is *FIRST's* original and signature program, a “Sport for the Mind” for grades 9-12. Under strict rules, limited resources, and time limits, teams of 20 or more high school students, led by mentors from many different industries and disciplines, are challenged to raise funds, design a team "brand," hone teamwork skills, and build and program robots to perform prescribed tasks against a field of competitors. Students test their strategies, teamwork, and robots in a high-pressure competitive environment, which *FIRST* calls Coopertition®.

The robots are a means to an end. Participants have the opportunity to develop a deep connection to a mentor/coach. Some students in our programs may never have considered post-secondary education before. Through mentorship, they gain technical skills, as well as people skills, that can carry them into a variety of career paths (including mechanical and electrical engineering, leadership, budgeting, project management and computer programming). *FIRST* is creating the next generation of inventors, scientists, leaders, designers, engineers, and problem solvers.

FIRST® IMPACT

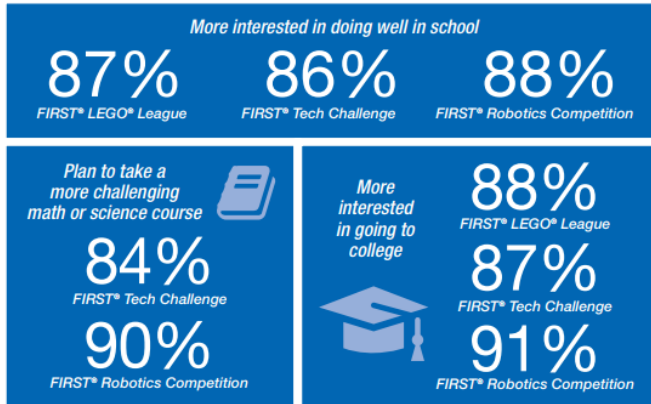
10 years of evaluation data indicates that with participation in **FIRST®** team members are:

STEM MAJOR CITED BY FIRST PARTICIPANTS



Source: Brandeis University, 2005 Evaluation of FIRST® Robotics Competition Alumni

SCHOOL ENGAGEMENT INCREASES FOR FIRST PARTICIPANTS



Source: Brandeis University, 2011 FIRST® Tech Challenge – FIRST® Robotics Competition Evaluation and 2013 FIRST® LEGO® League Evaluation

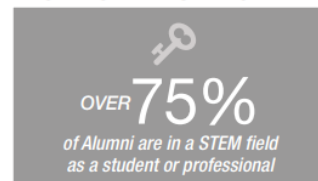
21ST CENTURY WORK-LIFE SKILLS GAINED BY FIRST PARTICIPANTS



REV 1/17

Source: Brandeis University, 2011 FIRST® Tech Challenge – FIRST® Robotics Competition Evaluation and 2013 FIRST® LEGO® League Evaluation

FIRST ALUMNI IN STEM CAREERS



Source: FIRST, 2015 FIRST Alumni Survey



2017-2018 Investment Levels & Benefits

FRC Region Title Sponsor - \$100,000

- Company logo/name in all marketing materials and press releases
- Company logo/name displayed on scrolling video screens at sponsored events
- Company link from *FIRST* California Robotics website
- Media interview opportunity at events
- Opportunity to serve as guest Master of Ceremonies for select elements of the event
- Introduction & Speaking opportunity at associated VIP Event and at FRC Region event
- 4 VIP Invitations to the *FIRST* Kickoff & Founder's Reception in New Hampshire at Founder, Dean Kamen's home
- 4 VIP invitations to *FIRST* Championship in Detroit and Houston
- Right to use provided *FIRST* graphical elements at Exhibition/Trade Shows, in company collateral, etc. as "Proud Supporter" of *FIRST*®
- Ability to distribute branded merchandise to FRC event attendees at select events (upon *FIRST* approval)
- Opportunity to have a premium exhibit space and/or location at FRC Region event
- Recognition by Sponsor level in press releases, banners, web links, invitations, on site collateral of event
- Access to the Event VIP functions and hospitality center and preferred seating access

FRC Region Co-Sponsor - \$50,000

- Company logo/name in all marketing materials and press releases
- Company logo/name displayed on scrolling video screens at sponsored events
- Company link from *FIRST* California Robotics website
- Media interview opportunity at events
- Introduction & Speaking opportunity at associated VIP Event and at FRC Region event
- 2 VIP Invitations to the *FIRST* Kickoff & Founder's Reception in New Hampshire at Founder, Dean Kamen's home
- 2 VIP invitations to *FIRST* Championship in Detroit and Houston
- Right to use provided *FIRST* graphical elements at Exhibition/Trade Shows, in company collateral, etc. as "Proud Supporter" of *FIRST*®
- Ability to distribute branded merchandise to FRC event attendees at select events (upon *FIRST* approval)
- Opportunity to have a premium exhibit space and/or location at FRC Region event
- Recognition by Sponsor level in press releases, banners, web links, invitations, on site collateral of event
- Access to the Event VIP functions and hospitality center and preferred seating access



2017-2018 Investment Levels & Benefits

FRC Region Leader in Technology - \$25,000

- Company name in all marketing materials and press releases
- Company name displayed on scrolling video screens at sponsored events
- Company link from *FIRST* California Robotics website
- Media interview opportunity at events
- Introduction & Speaking opportunity at associated VIP Event and at FRC Region event
- 2 VIP invitations to *FIRST* Championship in Detroit and Houston
- Right to use provided *FIRST* graphical elements at Exhibition/Trade Shows, in company collateral, etc. as "Proud Supporter" of *FIRST*®
- Ability to distribute branded merchandise to FRC event attendees at select events (upon *FIRST* approval)
- Opportunity to have exhibit space and/or location at FRC Region event
- Recognition by Sponsor level in press releases, banners, web links, invitations, on site collateral of event
- Access to the Event VIP functions and hospitality center and preferred seating access

FRC Region Captain of Innovation - \$10,000

- Company name in all marketing materials and press releases
- Company name displayed on scrolling video screens at sponsored events
- Company link from *FIRST* California Robotics website
- Right to use provided *FIRST* graphical elements at Exhibition/Trade Shows, in company collateral, etc. as "Proud Supporter" of *FIRST*®
- Ability to distribute branded merchandise to FRC event attendees at select events (upon *FIRST* approval)
- Opportunity to have exhibit space and/or location at FRC Region event
- Recognition by Sponsor level in press releases, banners, web links, invitations, on site collateral of event
- Access to the Event VIP functions and hospitality center and preferred seating access

For more information on Corporate Sponsorships contact:

Cassie McIntyre, Director of Corporate Partnerships
cmcintyre@firstinspires.org or visit: www.cafirst.org



2017-2018 Investment Levels & Benefits

Aerospace Valley Regional Cargo Supporter \$7,500

- Company name local marketing materials and press releases
- Company name displayed on scrolling video screens at sponsored events
- Ability to distribute AVR branded merchandise to AVR event attendees
- Opportunity to have exhibit space and/or location at FRC Region event
- Recognition by Sponsor level in press releases, banners, web links, invitations, on site collateral of event
- Access to the Event VIP functions and hospitality center and preferred seating access
- Year round local engagement and opportunities for participation in events

Aerospace Valley Regional Bomber Supporter \$5,000

- Company name in local marketing materials and press releases
- Company name displayed on scrolling video screens at sponsored events
- Recognition by Sponsor level in banners, web links, invitations, on site collateral of event
- Access to the Event VIP functions and hospitality center and preferred seating access
- Year round local engagement and opportunities for participation in events

Aerospace Valley Regional Fighter Supporter \$1,000

- Company name displayed on scrolling video screens at sponsored events
- Recognition by Sponsor level in banners web links, invitations, on site collateral of event
- Year round local engagement and opportunities for participation in events

Aerospace Valley Regional General Aviation Supporter < \$1,000

- Company name displayed on scrolling video screens at sponsored events
- Recognition by Sponsor level in web links

For more information on local AVR support contact:

Aerospace Valley Robotics

rpc@avregional.org or visit: www.avregional.org

