

Pike RoboDevils

1018, Pike High School

Fundraising Plan



Team Summary

First team 1018 was founded by Bob Steele, Tom Loudermilk, and Stu Bloom in 2002 at Pike High School, which is a large urban school in the northwest corner of Indianapolis. The Pike RoboDevils are named after the school mascot, the Pike Red Devils. Last year the RoboDevils celebrated their ten-year anniversary.

Today, the team consists of around thirty students and eight mentors. Members are students of Pike High School. Mentors include engineers from Rolls-Royce, faculty at Pike, college students at IUPUI, alumni, and other volunteers.

The RoboDevils are part of a larger organization called *F.I.R.S.T.* Robotics (**F**or **I**nspiration and **R**ecognition of **S**cience and **T**echnology). The mission of *FIRST* is to inspire young people to be leaders in science and technology by engaging them in mentor-based programs that build science, engineering, and technology skills, while also building self-esteem, life skills, and community awareness.

Strategic Planning Process/ SWOT Analysis



Team Impact/Outreach

In 2012, the Pike RoboDevils began a mission to increase the awareness of the team in their local Indianapolis community. The RoboDevils have participated in many new community events in the past two years, including the Indianapolis Relay for Life and the Indianapolis Black Expo. We raised almost \$1000 for cancer research through our participation in Relay in 2013.

The RoboDevils have an outstanding commitment to several annual community and school events including Kids have Arthritis Too Day, Celebrate Science, Pike Township Literacy Fair, Pike High School Open House, Safe Trick-or-Treat, Pike's Homecoming celebration, Pike's Freshman Orientation, and IUPUI Summer Camps.

At each event or demonstration that the RoboDevils attend, they bring their annual robot and give community members and children a chance to drive the robot. The RoboDevils also inform community members of the numerous opportunities to get involved in *FIRST* Robotics.

Team Budget - 2013

Income	Amount
Student Travel Fees	\$4043
In-Kind Donation to FIRST for Registration Fee	\$1000
Sponsor Donations	\$10,000
Total	\$15,043

Expenditures	Amount
Entry Fees	\$9500
Lodging	\$3300
Transportation	\$40
Social Activities	\$200
Robotics Kits	\$3500
Robot Parts	\$750
Field Pieces	\$215
Team Promotion	\$1000
Machine Supplies	\$125
Total	\$18,400

**Last year we had around \$3500 leftover in our ECA account. This accounts for the difference between income/expenditures.*

Additional Opportunities for Support: In-Kind Donations

Item	Number Needed	Single-Item Cost	Final Cost
FLL Kits for Elementary Schools	8	\$500	\$4000
Robotics Kits	3	\$1500	\$4500
Team Trailer	1	\$3000	\$3000
Pit Equipment	1	\$3000	\$3000
2014 Field Pieces	1	\$1500	\$1500
Pit Banner and Sponsor Banner	1	\$500	\$500
Team t-shirts	45	\$10	\$450
Mac Computer and Software	1	\$2000	\$2000
iPads / Tablets	6	\$500	\$3000
Camera	1	\$250	\$250
Laptops	3	\$1000	\$3000
Build Season Food	6	\$200	\$1200
Robot Materials Cost	1	\$4000	\$4000
Buses to Field Trips and Events	10	\$100-\$500	\$1000-\$2000

Additional Opportunities for Support: Mentors

Mentor Roles	Role Description
CAD	Teach students on the team how to use CAD
Electrical	Show students how to wire, organize an electrical board, and update and check on the robot
Engineering Design	Work with the team to pick a strategy, design a robot, and manage robot creation
Mechanical	Help students build a robot for the competition in March
Website	Teach students how to build and manage a website
Graphic Design	Create banners, logos, team handouts, and t-shirts for competition
Programming	Work with the students to program the robot for competition
Public Speaking	Teach the students how to speak in front of potential sponsors and judge
Finance	Help students manage team funds and assist with fundraising
Prototyping	Assist with the design of the robot and teach the students how to create a basic prototype
Marketing	Assist with team marketing and creating a team business plan
Social Media	Work with students to manage social media sites
Writing	Assist the marketing and Chairman's team with team award submission

Sponsor Benefit Information

Degrees of Sponsorship

Title Sponsor - \$5000+

- Tournaments: Your company thanked during competition alliance selections nationally televised on the Discover Channel and invitation to travel to tournaments
- Robot: Large logo of business
- Banner: Large logo (displayed at events and tournaments)
- Team Shirts: Large logo on back of shirts (worn at events and tournaments)
- Website: Logo & link on sponsorship page and logo on first page
- Memorabilia: Thank you plaque and RoboDevils shirt
- Invitation to end of year celebration

Platinum Sponsor - \$2000 - \$5000

- Robot: Medium logo of business
- Banner: Medium logo (displayed at events and tournaments)
- Team Shirts: Medium logo on back of shirts (worn at events and tournaments)
- Website: Logo & link on sponsorship page
- Memorabilia: Thank you plaque and RoboDevils shirt

Gold Sponsor - \$1000 - \$2000

- Robot: Small logo of business
- Banner: Small logo (displayed at events and tournaments)
- Team Shirts: Small logo on back of shirts (worn at events and tournaments)
- Website: Logo and link on sponsorship page
- Memorabilia: Thank you plaque and RoboDevils shirt

Silver Sponsor - \$100 - \$1000

- Robot: Business card size logo of business
- Banner: Business card size logo (displayed at events and tournaments)
- Team Shirts: Line of text on shirt (worn at events and tournaments)
- Website: Logo and link on sponsorship page
- Memorabilia: Thank you letter and RoboDevils shirt

Bronze Sponsor - \$25-\$100

- Robot: Line of text with business name on robot
- Social media "Shout-out" on Team Facebook and Twitter page
- Memorabilia: Thank you letter

Available to all Sponsors: Members of the team will give a complimentary presentation to a small or large group of people providing more information and interactive demonstration with robot.

How are the RoboDevils Unique?

Supporting the Pike RoboDevils is a chance for your company to provide support for students interested in careers in science, technology, engineering, and math (STEM). We are an excellent means through which you can give back to your community while supporting the future growth of your business by investing in today's students.

Team Contact Information

Main Contacts:

Mary Beard
Faculty Sponsor
MLBeard@pike.k12.in.us
317-347-8319

Elwood Bredehoeft
Faculty Sponsor
EBredeho@pike.k12.in.us
317-347-2678

Sponsorship Information:

Checks should be made payable to Pike High School.
In the memo line, write RoboDevils

Donations are tax deductible. Paperwork will be provided after donation has been processed.

Team Meeting Information:

Pike High School, M124
Every Wednesday from 5:30-7:30

Mailing Address:

Pike RoboDevils Robotics
Attn: Mary Beard or Elwood Bredehoeft
5401 W. 71st Street
Indianapolis, IN 46268