

# *FIRST*<sup>®</sup> Fundraising Toolkit

## Section 5

### Maintaining Sponsor Relations

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FRC Team 234 – Cyber Blue*

# *Fundraising Toolkit Introduction*

- Grant from the Argosy Foundation
- Focus:
  - Provide teams with materials to fundraise
  - Help teams develop local relationships
  - Highlight successful fundraising methods
  - Increase sustainability of teams

# *Fundraising Toolkit – Section 5*

- Goal:
  - Encourage teams to maintain long-term Sponsor relationships
  
- Overview:
  - Building long-term relationships
  - Thank you suggestions
  - Best practices

# Introductions

- FRC Team 234 – Cyber Blue



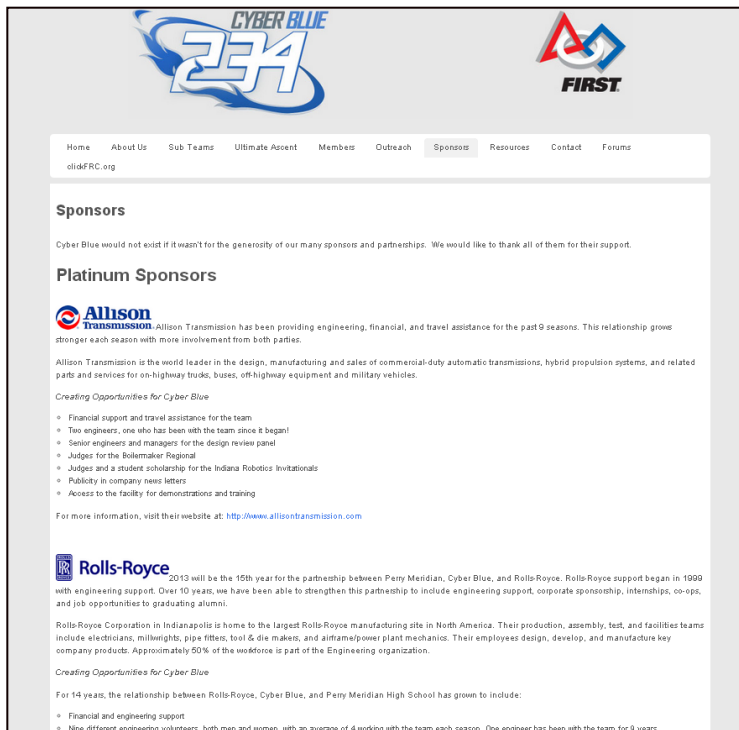
# Maintaining Sponsor Relations

- How do you train your students to talk to Sponsors?
  - Sponsor Workshop
    - Think Like a Sponsor
    - Basic Script
    - How to Treat Sponsors
    - How to Ask for Money

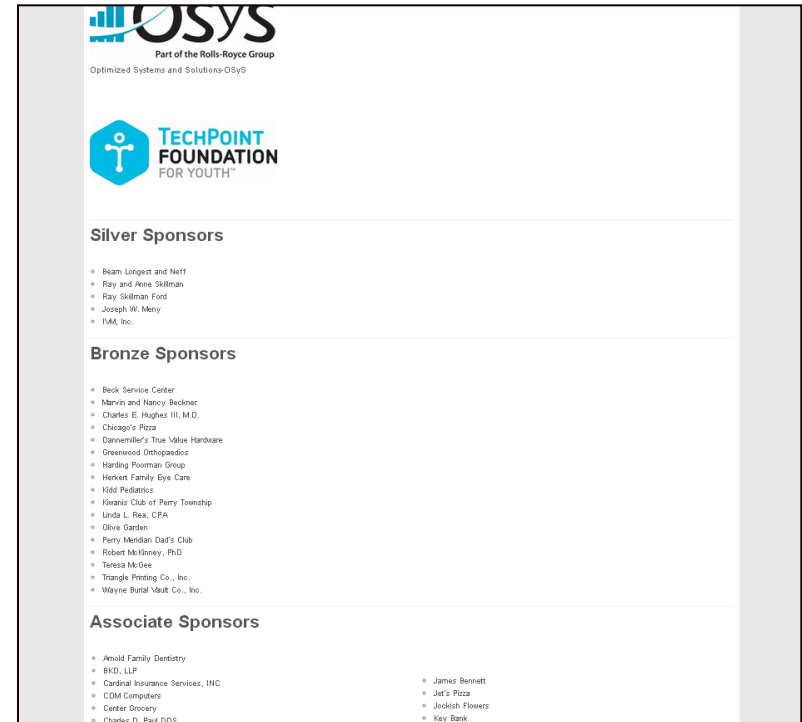


# Maintaining Sponsor Relations

- What benefits do your team Sponsors receive?
  - Recognition on team website



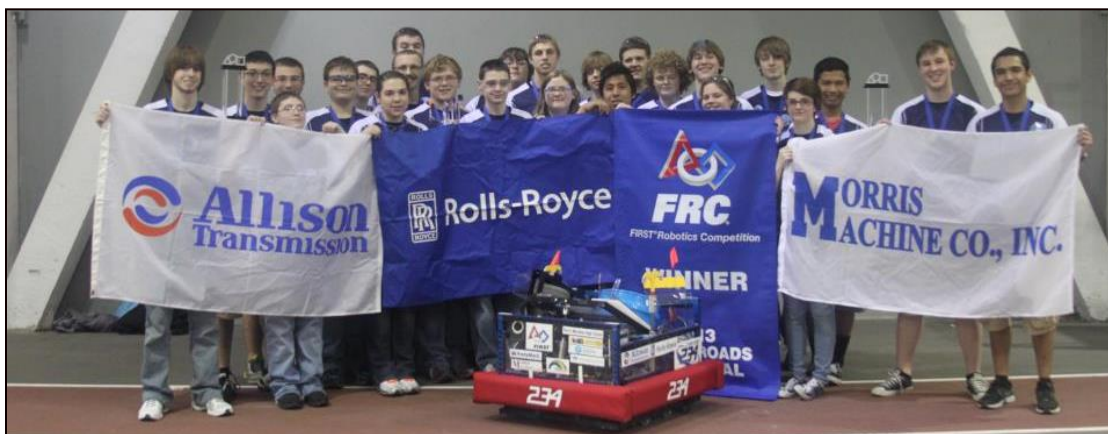
The screenshot shows the website for Cyber Blue 234, a FIRST team. The page features the team's logo and the FIRST logo. A navigation menu includes Home, About Us, Sub Teams, Ultimate Ascent, Members, Outreach, Sponsors, Resources, Contact, and Forums. The URL is listed as oia@FRC.org. The main content area is titled "Sponsors" and includes a thank-you message from the team. It lists Platinum Sponsors, with Allison Transmission highlighted as a key partner. A section titled "Creating Opportunities for Cyber Blue" lists various benefits provided by sponsors, such as financial support, travel assistance, and access to facilities. The Roll-Royce logo is also featured, along with a paragraph detailing their long-standing partnership with the team.



The screenshot shows the website for OSYS, part of the Rolls-Royce Group. The page features the OSYS logo and the TechPoint Foundation for Youth logo. The main content area is titled "Silver Sponsors" and lists several sponsors, including Beam Longest and Neri, Marvin and Nancy Beckner, Charles E. Hughes III, M.D., Chicago's Pizza, Dannemiller's True Value Hardware, Greenwood Orthopaedics, Harding Poolman Group, Herkert Family Eye Care, Kidd Pediatrics, Kiwanis Club of Perry Township, Linda L. Rea, CPA, Olive Garden, Perry Meridian Dad's Club, Robert McKinney, PhD, Teresa McDee, Triangle Printing Co., Inc., and Wayne Burial Vault Co., Inc. Below this, the "Bronze Sponsors" section lists Beck Service Center, James Bennett, Jet's Pizza, Jockish Flowers, and Key Bank. The "Associate Sponsors" section lists Arnold Family Dentistry, BID, LLP, Cardinal Insurance Services, INC, CDM Computers, Center Grocery, Charles D. Paul DDS, and James Bennett.

# Maintaining Sponsor Relations

- What benefits do your team Sponsors receive?
  - Recognition during competitions



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# Maintaining Sponsor Relations

- What benefits do your team Sponsors receive?
  - Recognition on team shirt and robot
  - Internships





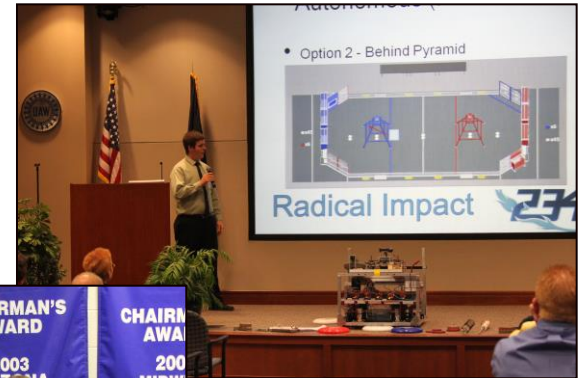
# Maintaining Sponsor Relations

- How do you thank team Sponsors?
  - Personal thank you note
  - Invitation to team events & meetings
  - Team poster to hang in business



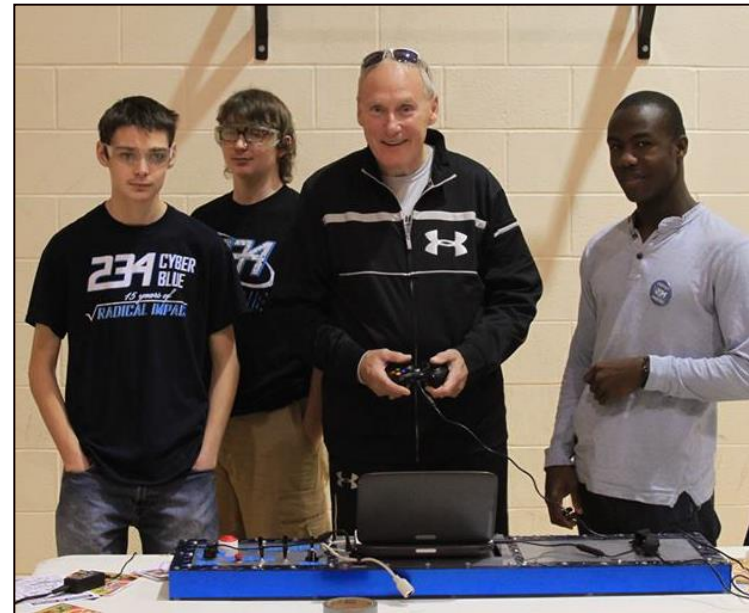
# Maintaining Sponsor Relations

- How do you engage Sponsors throughout the year?
  - Pre-Season/ Post-Season:
    - Demonstrations by Request
    - Personal Contact
  - Build Season:
    - Critical Design Review
    - Community Open House
  - Competition Season:
    - Invitation to regionals
    - VIP tours at events



# Maintaining Sponsor Relations

- How can teams cultivate long-term relationships with their Sponsors?
  - Make Things Personal
  - Keep Contact
  - Update With News
  - Be Helpful



*Thank you*

- Questions?  
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- Special Thanks:  
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