



FIRST® Supplier – Need to Know

Thank you for your interest in
being a supplier for *FIRST*!

WHAT'S A FIRST® SUPPLIER? A *FIRST*® Supplier is an entity that contributes to *FIRST*® Robotics Competition via in-kind contributions by way of goods or services.

ARE FIRST SUPPLIERS ACKNOWLEDGED FOR THEIR SUPPORT? Definitely. *FIRST* thanks *FIRST* Suppliers in a variety of ways, all described in this document.

HOW IS A SUPPLIER'S LEVEL ASSIGNED? Once a supplier fills out a [Recognition Report](#), *FIRST* reviews the value of the in-kind contribution. *FIRST* adjusts that value based on a variety of factors such as if the in-kind support offsets existing expense, whether the item is software or hardware, and if the organization supports the *FIRST* mission in other ways. The adjusted valuation maps the *FIRST* Supplier to their corresponding level.

WHAT TYPES OF IN-KIND SUPPORT DOES FIRST NEED? There is a wide variety of ways suppliers contribute via in-kind. Generally, we seek products for distribution to teams via the Kit of Parts (motors, sensors, electrical items, pneumatic elements, etc.).

Some suggestions include the following:

- General electromechanical items (sensors, cabling/wiring, gauges, raw materials, motors, bearings, etc. For more ideas, click [here](#) to see last season's Kit of Parts detail)
- Shop supplies (hand, power, benchtop, Allen keys, wrenches, hammers, wire cutters, wire strippers, crimp tools, drills, chain breakers, calipers, micrometers, soldering equipment, power strips, extension cords)
- Vouchers to access your inventory
- Safety equipment (safety glasses, hearing protection, battery spill kits, head lamps)

HOW DOES FIRST GET MY DONATION TO TEAMS? Items are either shipped to teams by *FIRST* in Kickoff Kits, available for team selection in [FIRST Choice](#) (and then shipped directly to the team), or distributed by the supplier via software download or product voucher (if part of the "Virtual Kit").

WHAT ARE SOME OF THE DEADLINES? Donations intended for distribution to teams must be delivered by 10/2/20. All donations must be confirmed by 11/1/20 to be eligible for recognition. Unless noted, opportunities end at the expiration of the 2021 Supplier designation period, 10/31/21.

ANYTHING ELSE? Yes, just a few things. Please note the following:

- *FIRST* must review and approve all content referenced in the *Supplier Opportunities Table*.
- Any information a Supplier shares, webpages to which *FIRST* links, social media items "liked" by *FIRST* accounts, retweets, etc. must be "non-commercial" in nature. Non-commercial means the content may contain neither qualitative or comparative language, price information, endorsement, nor inducement to buy.
- IRS regulation states that the IRS will ignore any goods, services, or other benefits *FIRST* provides the sponsor (or persons designated by it), as long as the aggregate fair market value of such benefits does not exceed 2% of the sponsorship payment. In determining whether the 2% threshold was exceeded in any year, all insubstantial benefits must be considered. For Bronze Suppliers, the fair market value of the meals you receive as part of your donation recognition may exceed the IRS threshold of 2% of return benefit. Please consult your tax advisor.
- Acknowledgement and recognition are barring pandemic or other unavoidable disruptions.

2021 *FIRST*[®] Supplier Recognition

#	OPPORTUNITY	CROWN (>\$250K)	DIAMOND (\$175K-\$250K)	GOLD (\$100K-\$175K)	SILVER (\$25K-\$100K)	BRONZE (\$5K-\$25K)	CONTACT	NOTES
1	Logo in the <i>FIRST</i> Robotics Competition Kickoff issue of the <i>FIRST</i> e-newsletter	•					Kelli Plasket , <i>FIRST</i> Marketing	Bi-weekly newsletter with 145k+ subscribers and typical open rate 42%.
2	Opportunity to guest write one entry in the <i>FIRST</i> Robotics Blog	•					Kate Pilotte , <i>FIRST</i> Robotics	Blog is written by supplier, approved by <i>FIRST</i> . Rockwell Automation's guest blog example . Expires 10/30/21.
3	Supplier related tweet originating from a <i>FIRST</i> Twitter account.	•					Ashley Johnson , <i>FIRST</i> Robotics	Supplier selects <i>FIRST</i> (54k+ followers) or <i>FIRST</i> Robotics (31k+ followers) account. 2-week notice requested, May-Dec. timeframe (Jan-Apr only if possible). Expires 10/30/21.
4	One IRL campaign post on the community blog	•					Jenna Rutkey , <i>FIRST</i> Marketing	Click here to see the IRL (In Real Life) community blog and sample posts. Expires 10/30/21.
5	Opportunity to partner for custom social content	•	•				Ashley Johnson , <i>FIRST</i> Robotics	Platform/combination of platforms (FRC Twitter, Facebook) to be matched to content/story being told (e.g. FRC Twitter takeover). Expires 10/30/21.
6	Career related guest content in <i>FIRST</i> Alumni communications	•	•				FIRST Alumni Relations	Blog, social media, etc. FedEx example blog here .
7	Co-create a webinar	•	•				Kate Pilotte , <i>FIRST</i> Robotics	Content to be applicable and relatable to high school robotics teams.
8	Retweet from a <i>FIRST</i> Twitter account of a supplier's <i>FIRST</i> related tweet	•	•	•			Ashley Johnson , <i>FIRST</i> Robotics	Supplier selects <i>FIRST</i> or <i>FIRST</i> Robotics account. 2-week notice requested, May-Dec. timeframe (Jan-Apr as appropriate). Expires 10/30/21.
9	Share from the FRC Facebook account of a supplier's <i>FIRST</i> related post	•	•	•			Ashley Johnson , <i>FIRST</i> Robotics	2-week notice requested, May-Dec. timeframe (Jan-Apr as appropriate). Expires 10/30/21.
10	Invitations to the <i>FIRST</i> Supporter Summit VIP Event	8	6	4	1	1	Kate Pilotte , <i>FIRST</i> Robotics	Event will be online or in NH during a Thur-Fri stretch in June, July, or Aug, 2021 (exact dates are TBD).
11	Recognition, by Supplier Level, on the FIRST website	Lg logo + hyperlink		Hyperlink			Ashley Johnson , <i>FIRST</i> Robotics	Hyperlinks are directed to supplier's homepage. Supplier listing goes live upon the 2021 <i>FIRST</i> Robotics Kickoff, 1/9/21.
12	Supplier recognized in a pre-show scroll for - the 2021 Kickoff - <i>FIRST</i> hosted webinars and online award shows	Logo				Name	Ashley Johnson , <i>FIRST</i> Robotics	Occurs automatically because of a completed Recognition Report by 11/1/20. Logo provided by Supplier per specifications from <i>FIRST</i>
13	Ability to include branded materials in the <i>FIRST</i> Robotics Kickoff Kit	•	•	•	•	•	Kate Pilotte , <i>FIRST</i> Robotics	Materials due to <i>FIRST</i> by 10/2/20.
14	Use of a Supplier Level web badge in supplier content	•	•	•	•	•	Kate Pilotte , <i>FIRST</i> Robotics	See and example of how Analog Devices' used their badge here .
15	Recognition, by Supplier Level, in the 2021 <i>FIRST</i> Annual Report	•	•	•	•	•	Kelli Plasket , <i>FIRST</i> Marketing	Occurs automatically because of a completed Recognition Report.
16	Permission to use <i>FIRST</i> logos and Supplier Level in Supplier content	•	•	•	•	•	FIRST Marketing	All content must be in accordance with FIRST Branding and Design Standards and reviewed by <i>FIRST</i> Marketing before publication.
17	Invitation to the <i>FIRST</i> Supporter Slack workspace	•	•	•	•	•	Kate Pilotte , <i>FIRST</i> Robotics	An informal way to connect with Kit of Parts staff and collaborate with other <i>FIRST</i> Suppliers
18	Opportunity to provide content for <i>FIRST</i> @ Home	•	•	•	•	•	Libby Simpson Dir. Education	FIRST @ Home lists opportunities for online learning/skills development, <i>FIRST</i> supported activities, and ways to stay connected to the <i>FIRST</i> community during this global pandemic.