



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 (FRC) 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, see the [Kit of Parts webpage](#) 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 10/1/21. All donations must be confirmed by 11/1/21 to be eligible for recognition. Unless noted, opportunities end at the expiration of the 2022 Supplier designation period, 10/31/22.

FIRST must review and approve all content referenced in the [Supplier Opportunities Table](#).

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 nor 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.



2022 *FIRST*® Supplier Opportunities Table

#	OPPORTUNITY	CROWN (>\$250K)	DIAMOND (\$175K-\$250K)	GOLD (\$100K-\$175K)	SILVER (\$25K-\$100K)	BRONZE (\$5K-\$25K)	CONTACT	NOTES
1	Logo in the FRC 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	One invitation to the Dean's List Award celebration at each 2022 <i>FIRST</i> Championship	•					Ashley Johnson , FRC	2022 event details are TBD.
3	Opportunity to guest write one entry in the FRC Blog	•					Kate Pilotte , FRC	Blog is written by supplier, approved by <i>FIRST</i> . PTC's guest blog example .
4	Supplier related tweet originating from a <i>FIRST</i> Twitter account.	•					Ashley Johnson , FRC	Supplier selects <i>FIRST</i> (54k+ followers) or FRC (31k+ followers) account. 2-week notice requested, May-Dec. timeframe (Jan-Apr only if possible).
5	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. Content is created by Supplier in collaboration with <i>FIRST</i> .
6	Opportunity to partner for custom social content	•	•				Ashley Johnson , FRC	Platform/combination of platforms (FRC Twitter, Facebook) to be matched to content/story being told (e.g. FRC Twitter takeover).
7	Career related guest content in <i>FIRST</i> Alumni communications	•	•				FIRST Alumni Relations	Email inclusion, social media, etc. FedEx example blog here .
8	Co-create a webinar	•	•				Kate Pilotte , FRC	Content to be applicable and relatable to high school robotics teams.
9	Opportunity to have 30-60 sec video appear in online video contest & loop on video screens throughout each 2022 <i>FIRST</i> Championship	•	•				FIRST Development	John Deere's example video from 2019 here . All videos are due to <i>FIRST</i> for review by 3/15/2022.
11	Recognition, by Supplier Level, in <i>FIRST</i> Championship app	•	•	•			FIRST Development	
12	Retweet from a <i>FIRST</i> Twitter account of a Supplier's <i>FIRST</i> related tweet	•	•	•			Ashley Johnson , FRC	Supplier selects <i>FIRST</i> or FRC account. 2-week notice requested, May-Dec. timeframe (Jan-Apr as appropriate).
13	Opportunity to guest Emcee a match at each 2022 <i>FIRST</i> Championship	•	•	•			Kate Pilotte , FRC	Notice of intent to participate is required by 4/1/22.
14	Share from the FRC Facebook account of a supplier's <i>FIRST</i> related post	•	•	•			Ashley Johnson , FRC	2-week notice requested, May-Dec. timeframe (Jan-Apr as appropriate).
15	Reserved space in Innovation Faire at 2022 <i>FIRST</i> Championship	Both	Choice of one				FIRST Development	Opportunity to distribute supplier information. Notice of intent to participate is required by 1/3/22.
16	VIP Invitations to each 2022 <i>FIRST</i> Championship	5	3	1			Kate Pilotte , FRC	Occurs automatically because of a completed Recognition Report
17	Opportunity to guest Emcee a match at a 2022 FRC Regional Event	•	•	•	•		Kate Pilotte , FRC	Notice of intent to participate is required by 2/4/22.
18	Booth in the Robot Service Center at the 2022 <i>FIRST</i> Championship	10' x 20'		10' x 10'			Kate Pilotte , FRC	Located near or in the FRC Pit area. Availability is limited, and <i>FIRST</i> approval is required. Supplier must provide technical support to teams and minimize marketing/trade show content. Notice of intent to participate is required by 2/4/22 TBD.
19	VIP Invitations to the <i>FIRST</i> Kickoff & Founder's Reception	8	6	4	3		Kate Pilotte , FRC	Click for reference information about the Founder's Reception.
20	Invitations to the <i>FIRST</i> Supporter Summit VIP Event	8	6	4	1	1	Kate Pilotte , FRC	Event will be in NH during a Thur-Fri stretch in June, July, or Aug, 2022 (exact dates are TBD).

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21	Recognition, by Supplier Level, on the <i>FIRST</i> website	Lg logo + hyperlink		Hyperlink			Ashley Johnson , FRC	Hyperlinks are directed to supplier's homepage. Supplier listing goes live upon the 2022 FRC Kickoff, 1/8/22.
22	Supplier recognized at: – FRC Kickoff (during the pre-show scroll) – FRC Regionals (scrolling video screens during breaks) – <i>FIRST</i> Championship (scrolling video screens)		Logo		Name		FRC	Occurs automatically because of a completed Recognition Report by 11/1/21. Logo provided by Supplier per specifications from <i>FIRST</i>
23	Recognition, by Supplier Level, in all digital FRC Regional event program books	•	•	•	•	•	FRC	Occurs automatically as a result of a completed Recognition Report by 11/1/21.
24	Ability to include branded materials in the FRC Kickoff Kit	•	•	•	•	•	Kate Pilotte , FRC	Materials due to <i>FIRST</i> by 10/1/21.
25	Invitation to host a session at each 2022 <i>FIRST</i> Championship Conferences	•	•	•	•	•	Andrea Mikus , <i>FIRST</i>	Notice of intent to participate is required by 1/6/22.
26	Use of a Supplier Level web badge in supplier content	•	•	•	•	•	Kate Pilotte , FRC	
27	Recognition, by Supplier Level, in the 2022 <i>FIRST</i> Annual Report	•	•	•	•	•	FIRST Marketing	Occurs automatically because of a completed Recognition Report.
28	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.
29	Invitation to the <i>FIRST</i> Supporter Slack workspace	•	•	•	•	•	Kate Pilotte , FRC	An informal way to connect with Kit of Parts staff and collaborate with other <i>FIRST</i> Suppliers
30	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 if in-person is unsafe