Developing and Maintaining a Strong Sponsor Base

Cyber Blue
FRC 234

April 2010 / FRC Championship Conferences
Sponsors

• Agenda / Topics
  – How to Think Like A Sponsor
    • Different Sponsors / Different Motivations
  – How to “Sell” Your Team
    • Why Should They Write YOU a Check?
  – Contacting and Visiting Potential Sponsors
    • You Only Get One FIRST Chance to Impress!
  – Follow-Up and Giving Back
    • They Said “Yes” – Now What?
Sponsors

• “Think Like A Sponsor”

*Different Sponsors / Different Motivations*

• Major Corporations
  – Community Outreach
  – Related to Their Business
  – Potential Interns / Future Employees
  – Employee Involvement

• Local Businesses
  – Community/School Support
  – Public Relations- Promotes their business
  – Personal Links to the Team- Previous alumni
Sponsors

• How to “Sell” Your Team

*Lots of people are “knocking on their door.” Why should they write YOU a check?*

  – Students Learn Life Skills
    • Tough Problems and No Easy Answers
      – Problem Solving Skills
    • Teamwork
    • Communications

  – Team is a Community Role Model

  – Possible Recruits for Internships, Summer Employees, Longer Term Employees

  – Current Employee Skill Development
Sponsors

• What are they “buying”?  
  – Levels of Sponsorship?
    • Name and Logo on Robot
    • Name Announced at Events
    • Name on FIRST Website and in the Event Program
    • Name on Team Shirts
    • Name / Link on Team Website and other Team Promotional Materials
Sponsor Treatment

Sponsors of ALL sizes are important!

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<th>Same Exposure for All</th>
<th>OR</th>
<th>Differentiate Exposure by Size</th>
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Each team needs to determine how to recognize different levels of sponsorship
Sponsors

• How to Make Contact
  – Major Corporations
    • Find An Internal “Supporter”
      – An “Insider”
      – A Media / Community Liaison
      – An Engineering Manager
      – A Recruiter
      – Parent / Friend Who is Employee
  
• Invite Someone to an Event
  – Senior Manager Invited as a Judge or VIP
  – General Spectator – Team members escort and explain

• Send a Letter
  – Request Time for the Team to Visit
  – Invite Them to Your Facility – “Meet the Team”
Sponsors

• How to Make Contact
  – Community Sponsors / Small Businesses
    • Cold Call Visits
    • Phone Call for an Appointment
    • Send A Letter
    • Invite to Your School
• When You Go to Visit

You Only Get One FIRST Chance to Impress!

• Have A Plan
  – Make A Script and Practice
  – Who Will Speak
  – Demo the Robot

• Be Professional
  – Dress Appropriately
  – Be On Time
  – Shake Hands
  – Be Attentive
  – Make Eye Contact
  – No Horseplay / Messing Around
Sponsors

• When You Go to Visit

  • Allow Time For Questions / Open Discussion
  • Leave Something
    — Brochure / Flyer / Business Card
  • Thank Them for Their Time
  • Have a Follow-Up Plan
    — “We will call you in a few days..”
Sponsors

• They Said “Yes” - Now What?

*Put as Much Effort into Thanking and Maintaining Them as You Did Recruiting Them!*

• Thank You Letters
• Recognition
  – Robot, Website (Follow through with what you promised)
• Team Photo
• Team Open House
• Sponsor Poster
Sponsors

• They Said “Yes” - Now What?

  • Include on email list for team updates
  • Support Their “Events”
    – Charities, Open Houses
  • Demo at the Company
  • Provide Student Interns
  • Invite as VIPs to Events
Questions / Comments

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