

# 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!

Same Exposure for All

OR

Differentiate Exposure by Size

EXTRA LARGE

\$5000

EXTRA LARGE

LARGE

\$1000

LARGE

MEDIUM

\$500

MEDIUM

SMALL

\$100

SMALL



*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





## Sponsors

- **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

## Contact Information

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