

# Cyber Blue - Team 234

## "Care and Feeding of Your Sponsors"

Presented by:

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At the 2005 Championship Forums  
Preparation - Chris Fultz

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- Agenda
  - What types of sponsors
  - What do they want  
& why do they sponsor
  - How to say "thanks"

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- What types of Sponsors
  - Families and Friends
  - Schools and School Organizations
  - Cities and Communities
  - Local, Small Businesses
  - Large Corporations
- Each has different reasons and expectations for sponsoring

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- Reasons and Expectations
  - Family & Friends
    - Fun thing to do, see it as a positive for the students involved, expect little in return
  - Schools & School Districts
    - Fits into curriculum, Student development, Unique club, Positive image in the community

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- Reasons and Expectations
  - Cities and Communities
    - Positive image, May support city initiatives, Pride & Recognition
  - Local / Small Businesses
    - Positive image, Community involvement, Advertising, Supporting clients

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- Reasons and Expectations
  - Large Businesses
    - Any or most of the above, plus
    - Support the business (technology)
    - Potential to recruit employees
    - Name recognition at events
    - Positive corporate image
    - May be viewed as an "investment"
      - not a "donation"

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- What can you do to recruit, recognize & maintain your sponsors?
  - Know that there are different reasons and motivations from different groups.
  - Work with groups of sponsors in different ways

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- Some ideas
  - Use their name in your FIRST info
  - Advertise them in your pit / on robot
  - Ask for giveaways with logo, flag
  - Advertise on T-shirts
  - Make a large poster with sponsors
  - Create certificates
  - Get them invited as VIPs or Judges
    - especially at local, invitationals



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- Some (more) ideas
  - Invite them to come to a special night during build, your Open House or your team party or banquet
  - Support one of their activities
    - Open Houses, Company Picnics
    - Community Service (pack to school)
  - Start an Internship or Co-Op program with them

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- Some (more) ideas
  - Present a positive image of them by your actions on and off the field
- Say "Thank You"
  - in person and by letter

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- Questions, Comments, Suggestions?