With the support of our sponsors, the FIRST® Program helps influence, nurture and guide the best young minds to support and encourage the next generation of leaders through:

**“SPORT FOR THE MIND”**
- Provide opportunity for young people to have fun with science and technology
- Build self-confidence, knowledge and valuable career and life skills
- Learn to think differently and acquire soft skills in real-world situations

**“GRACIOUS PROFESSIONALISM”**
- Learn and compete like crazy, but treat one another with respect and kindness in the process

**“COOPERTITION”**
- The ideal that teams can and should help and cooperate with each other even as they compete

**TRANSFERRABLE SKILLS DEVELOPMENT**
- Nurture effective communication skills
- Creating impactful presentations and proper business etiquette
- Project Management working toward a common goal
- Working in team environments with clearly defined leadership, roles and responsibilities

Instilling in young people the philosophy of
FIRST®: For Inspiration and Recognition of Science and Technology

**MISSION**

To inspire young people to pursue further studies and careers in the field of science, technology and engineering. We envision a world which celebrates success in science, technology and engineering and in which young people dream of becoming science and technology heroes.

**OVERVIEW**

- Is a registered charity established in 2002
- Is 2nd largest participant in global FIRST® Program
- Currently has 1,745 teams in three programs attending 42 competitions in 34 cities across Canada — continues to grow nationally
- Participates in FIRST® worldwide competitions (over 61,000 teams worldwide)
- Manages 3 primary programs:
  - Junior FIRST® LEGO® League [Jr.FLL®] — 6-10 years old
  - FIRST® LEGO® League [FLL®] — 9-14 years old
  - FIRST® Robotics Competition [FRC®] — 14-18 years old
Features a real-world scientific concept to be explored through research, teamwork, construction, and imagination. Guided by adult coaches, teams use LEGO® elements to build a model that moves and develop a "Show Me" poster to illustrate their journey.

Students ages 6 - 10 design and build challenge solutions using LEGO® elements and have the opportunity to:

- Design and build a challenge-related model using LEGO® components
- Create a Show Me Poster and practice presentation skills
- Explore challenges facing today’s scientists
- Discover real-world math and science
- Begin developing teamwork skills
- Choose to participate in expos and showcases
- Engage in team activities guided by Jr. FLL® Core Values
FIRST Tech Challenge brings science, technology, engineering, and math (STEM) topics alive through a dynamic, hands-on approach to robotics. The program, powered by Android Technology, and programmed using Java or Blocky, challenges students to apply STEM concepts in real-world situation, and inspires tomorrow’s innovators and entrepreneurs.

Students ages 12 -18 design, build, and program robots to compete, and have the opportunity to:

- Model a real-world engineering process
- Learn to use sophisticated software and hardware
- Develop strategic problem-solving, organizational, and team building skills
- Understand and practice Gracious Professionalism
- Apply math and science concepts
- Learn from professional engineers
- Cooperate and compete in alliances at tournaments
- Earn a place in the World Championship
- Qualify millions of dollars in college/university scholarships

105 teams across Canada
Under strict rules, limited resources, and time limits, teams of 25 students or more are challenged to raise funds, design a team “brand,” hone teamwork skills, and build and program a robot to perform prescribed tasks against a field of competitors. It’s as close to “real world” engineering as a student can get. Professional Mentors volunteer their time and talents to guide each team.

Students ages 14+ build and compete with a robot of their own design and have the opportunity to:

> Work alongside professional engineers
> Build and compete with a robot of their own design
> Learn and use sophisticated hardware and software
> Develop design, project management, programming, teamwork, and strategic thinking skills

> Compete and cooperate in alliances and tournaments
> Earn a place in the World Championship
> Qualify for over $20 Million in university and college scholarships
STEM Education Impact

- 96% of students pursue further education in STEM because of their involvement with FIRST®.
- 93% of participants plan to go to college or university after graduating from high school.
- 85% of students felt an improvement in their ability to:
  - identify steps needed to follow to complete a task - 89%
  - work with other team members to identify and solve problems - 99%
  - and manage their time in order to get more done - 94%
- 90% of coaches reported an increased understanding of basic science principles among participants and gains in a variety of life and workplace skills, including problem-solving, teamwork, and leadership skills.

Participants’ Experience

- 95% of participants in the program rate their overall experience with FIRST® as extremely positive.
- 99.5% of participants would recommend FIRST® to a friend.
- 97% of participants felt that participating in FIRST® gave them a better idea of what they wanted to study after graduating.
- 96% of participants said that participating in FIRST® improved self-confidence.

Source:
1. FIRST® Canada survey 2017;
2. Queens University independent survey 2014
Meet organizational goals for philanthropy/community outreach through your involvement with FIRST® by helping talented students achieve their educational goals and become productive members of the workforce. Investing in your future employees’ education is a win-win for everyone.

Brand awareness of your company, locally and nationally through logo placement, speaking engagements, one-on-one interactions with students, teachers, mentors and volunteers at competitions, marketing collateral, social media (Facebook, Twitter, LinkedIn), advertising and PR opportunities.

Increase employee retention/satisfaction by engaging your employees through a wide variety of exciting volunteer opportunities with FIRST®:

- Technical mentors, business mentors, coaches, and event-day volunteer judges

Employees have the opportunity to get further engaged in their children’s involvement on FIRST® teams.

Stay in contact with students in the FIRST® Alumni Network on LinkedIn for internships, recruitment and networking.

Students are well versed with real-world experiences, and have the opportunity to earn scholarships ($80 Million available).
There are many volunteer opportunities for your employees within the FIRST® programs.

MENTORING
> Teams need industry mentors with a variety of backgrounds including: mechanical, computer programming, web design, animation, business planning, and presentation skills
> Mentoring is an ongoing commitment to meeting with the team regularly throughout their season to guide them through various stages and share your expertise and knowledge with the next generation
> Benefits include: close connection to an individual team, the ability to work directly with other mentors and youth and to see significant growth/change

EVENT DAY VOLUNTEERS
> Most volunteers from companies get involved on event day as judges
  > Judges must take training and certification ahead of the event (a 1-2 hour commitment)
  > In FRC® event day judging is a 2-3 day commitment, in FLL® it is a 1-day commitment, and in Jr FLL® it is a half-day commitment
> Benefits include: high visibility role, significant level of responsibility, utilize skills/expertise to positively impact quality of event, interact with teams and team members

“I get the opportunity to be a part of something big. Not just something that’s fun, but something that really affects people in a positive way.”
— PAUL OFFOR (coach, volunteer)
FIRST alumni have proven to find successful careers in such positions as:

- Innovative leaders and computer coders at financial institutions such as Scotiabank
- System Engineers in the automotive and transportation industry at corporations such as Magna, Toyota, and Honeywell
- Managers and difference-makers at technology companies such as SYNNEX, HP, and Intel
- Entrepreneurs of start-up companies finding innovative solutions in technology, education, and various industries
Chris Hadfield, Astronaut, Former Commander of the International Space Station
Mark Hardy, Chair of Executive Advisory Board, VP Product Management, SYNNEX Canada
David Allen, North America Distribution Sales Manager at Intel Americas
Laurent Beaudoin, Chair of Bombardier
Natalie Benitah, Vice President, Printing, HP Canada Co.
Audrey Cartile, Education Consultant, Policy and Implementation
Kim Cooper, Director of Communications and Engagement, FIRST Canada
Gladstone Grant, Director of Solution Sales at Microsoft Canada
Julia Hanigsberg, President & CEO, Holland Bloorview Kids Rehabilitation Hospital
Gord Homer, Past Chair of the Board, FIRST
Greg Houston, President at Lakeside Process Controls
Mike Hutchings, Regional Vice President Canada, Rockwell Automation
Larry Koscielski, Vice President of Process & Technology Development, CentreLine
Al McDonald, Mayor of the City of North Bay
Kevin Murai, Chair of the Board, SYNNEX Corporation
Joe Lombard, Global Managing Director, Metals, Hatch
Colin McIsaac, Executive Director at Lenovo Canada
Donna Quan, Senior Advisory, Ministry of Education
Shameze Rampertab, CFO, Zomedica Pharmaceuticals Corp.
Paul Rietdyk, Vice President, Union Gas / An Enbridge Company
Mike Sinnaeve, Vice President, Operational Improvement & Quality Improvement at Magna
Brad Stenning, President, Stenning & Associates Financial Services
Ray Tanguay, Executive Auto Advisor, Government of Canada
Recognition

> All National sponsors would be recognized at their equivalent level across all Canadian events and on a special slide acknowledging ‘National Partners’.
> Each province will include a separate section to acknowledge ‘National Partners’ on their websites in addition to including them in the equivalent section of their regular sponsorship visibility program.
> (1) National sponsors would be allowed to submit up to a 30 second commercial that would be played periodically at all regional events regardless of level.

<table>
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<tr>
<th>COMMITMENT TERMS</th>
<th>Platinum Plus</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td>Provincial 1 Year Commitment</td>
<td>$150K</td>
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<td>Provincial 3 Year Commitment</td>
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<td>National 1 Year Commitment</td>
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<td>National 3 Year Commitment</td>
<td>$125K</td>
<td>$75K</td>
<td>$50K</td>
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**BENEFITS**

- Lead Sponsor(s) on Canadian FRC® correspondence
- Choice of naming rights for volunteer or judge lounge
- Opportunity to host pre-competition media event
- Special support of company initiatives1
- Special mention on social media and conference booth material
- Commercials at event: 10/day, 5/day, 2/day
- Speaking role on one occasion at competition
- Company giveaways in team welcome package
- Mention in a media release
- Recognition in annual report
- Logo listed on electronic screen in main bowl
- Logo and link on web page

1: can include recruiting initiatives, promotion to FIRST® alumni, corporate team building opportunity, special public relation, community outreach, etc. as long as they are in the spirit of FIRST® and in line with our STEM initiatives.
In kind donations of materials and/or personnel are also encouraged.

Options include Company Sponsored Team Trophies.

### COMMITMENT TERMS

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<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tr>
<td>Donation</td>
<td>$25,000</td>
<td>$17,500</td>
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### BENEFITS

- **Executive Speaking Opportunity**
- **Commercials at Event** *
- **Company Logo on Project Screen**
- **Company Logo in Event Program**
- **Full Cover Page Ad in Event Program**

*can include recruiting initiatives, promotion to FIRST® alumni, corporate team building opportunity, special public relation, community outreach, etc. as long as they are in the spirit of FIRST®, and in line with our STEM initiatives.
Corporate Team Sponsorship

This new package is designed to recognize companies who are making significant contributions include recognition at a national level in addition to the usual recognition given by the individual teams themselves. Cheques are to be made out to ‘FIRST® Robotics Canada’ who will then determine teams most in need of funding unless special instructions are otherwise given. Recognition will be scaled in accordance with the level of sponsorship listed below.

*for companies who are only sponsoring teams - 35% of the corporate team sponsorship will go directly to FIRST® Robotics Canada to cover administration and to ensure the continuity of competitions for teams in Canada.

Other Event Sponsorship

**BENEFITS**

<table>
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<tr>
<th>Logo listed on electronic screen at events</th>
<th>Gold ($50,000)</th>
<th>Silver ($25,000 – Gold)</th>
<th>Bronze ($10,000 – Silver)</th>
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<tbody>
<tr>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
<td></td>
</tr>
<tr>
<td>Logo listed on websites</td>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
</tr>
<tr>
<td>Recognition by individual teams</td>
<td>10+ teams</td>
<td>5+ teams</td>
<td>2+ teams</td>
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"I was amazed by the knowledge, passion, professionalism and business acumen that FIRST® grows in the students. FIRST® graduates are clearly that next generation that will feed into programs like SOSCIP and others like it across the country."

— RICHARD MCDONALD IBM

**STUDENT FUND AREA SPONSOR**

| $15,000/Event |

**VOLUNTEER JUDGE LOUNGE SPONSOR**

| $5,000/Event |

Discount packages available for sponsoring multiple events.
Together, we can show students of every age that hands-on problem solving using STEM is fun and rewarding, and is a proven path to successful careers and a bright future for all of us.
FIRST® Canada believes in promoting equity, diversity and inclusivity in all of our programs. We constantly strive to support underrepresented communities to encourage diversity and inclusivity.

Girls in STEM Initiatives
A number of strategies to support girls in STEM including the Girls in FIRST Weekend and the Girls in STEM Council.

First Nations Support
Various strategies and initiatives to engage more First Nations communities across Canada. Sponsorship of First Nations teams available.

Holland Bloorview Kids Rehabilitation Program
FIRST Canada's partnership with Holland Bloorview Kids Rehabilitation Hospital is giving kids with disabilities access to robotics programs.
YOUR HELP MAKES AN IMPACT!

A FIRST® sponsorship is a commitment to the future of young people aspiring to be leaders of tomorrow.

On behalf of the young participants of FIRST® Canada, we are grateful for your consideration to become a sponsor.

Mark Hardy
Chair of Executive Advisory Board
Mark.Hardy@synnex.com

Mark Braidner
President, FIRST® Robotics Canada
Mark.Braidner@firstroboticscanada.org

To ensure your sponsorship meets your company’s financial and philanthropic needs, a FIRST® sponsorship program can be customized—we are available to discuss a customized program with you.

ONTARIO

Durham College - Feb 28-Mar 1, 2020
(Campus Recreation and Wellness Centre, 2000 Simcoe Street North, Oshawa)

Georgian College - Mar 6-8, 2020
(Athletic and Fitness/Student Life Centre, 1 Georgian Drive, Barrie)

Humber College - Mar 6-8, 2020
(North Athletic Centre, Building A, 205 Humber College Boulevard, Toronto)

Ryerson University - Mar 12-14, 2020
(Mattamy Athletic Centre, 50 Carlton Street, Toronto)

Carleton University - Mar 13-15, 2020
(Ravens’ Nest, Alumni Hall, 9376 University Drive, Ottawa)

University of Waterloo - Mar 19-21, 2020
(Physical Activities Complex, 200 University Avenue West, Waterloo)

York University - Mar 20-22, 2020
(Tait McKenzie Centre, 1 Thompson Road, North York)

North Bay - Mar 26-28, 2020
(Nipissing University, Robert J. Surtees Athletic Centre, 100 College Drive, North Bay)

Windsor Essex Great Lakes - Mar 27-29, 2020
(University of Windsor, St. Denis Centre, 2555 College Avenue, Windsor)

McMaster University - Apr 3-5, 2020
(1280 Main Street West, Hamilton)

Western University, Engineering - Apr 3-5, 2020
(Thompson Recreation and Athletic Centre, Western Road & Sarnia Road, London)

Ontario Provincial District Championship - TBC

BRITISH COLUMBIA

Canadian Pacific Regional - TBC
(Save on Foods Memorial Centre, 1925 Blanshard Street, Victoria, BC)

ALBERTA

Canadian Rockies Regional - TBC
(Genesis Centre, 7555 Falconbridge Boulevard, NE #10, Calgary, AB)

QUEBEC

Festival de robotique à Montréal - Apr 8-11, 2020
(Stade Olympique, 4141 Pierre-de Coubertin Avenue, Montréal)

Festival de robotique à Sherbrooke - Mar 4-7, 2020
(Université de Sherbrooke, Centre Sportif, 2500 Boulevard de l’Université, Sherbrooke)

FIRS® Canada
EVENT DATES AND LOCATIONS