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:

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

**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

**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
- Introducing FIRST® Program as the philosophy of "COOPERTITION"
- Inspiring young people the philosophy of "GRACIOUS PROFESSIONALISM"
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
> Participates in FIRST® worldwide competitions (over 670K students worldwide in 110 countries)
> Manages 3 primary programs:
  » FIRST® LEGO® League — 6-14 years old
  » FIRST® Tech League Challenge — 12-18 years old
  » FIRST® Robotics Competition — 14-18 years old
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

Over 200 teams across Canada with over 8,000 direct participants to students ages 14+
FIRST® Canada

SPONSORSHIP IS A WIN WIN FOR EVERYONE

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.

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

- 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

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

- Students are well versed with real-world experiences, and have the opportunity to earn scholarships ($20 Million available)

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.
"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)

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 FTC® it is a 1-day commitment, and in FLL® it is a 1-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
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 Magna, SYNNEX, HP, Google, Microsoft,
- 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, Vice President of Product Management at 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.
Stefan Bockhop, Director of Channels at Lenovo Canada
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
Larry Koscilecki, CentreLine
Al McDonald, Mayor of the City of North Bay
Joe Lombard, Global Managing Director, Metals, Hatch
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
### Sponsorship Levels

<table>
<thead>
<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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</thead>
<tbody>
<tr>
<td>Provincial 1 Year Commitment</td>
<td>$150K</td>
<td>$100K</td>
<td>$50K</td>
<td>$25K</td>
<td>$10K</td>
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<tr>
<td>Provincial 3 Year Commitment</td>
<td>$100K</td>
<td>$75K</td>
<td>$25K</td>
<td>$20K</td>
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<tr>
<td>National 1 Year Commitment</td>
<td>$200K</td>
<td>$175K</td>
<td>$150K</td>
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<tr>
<td>National 3 Year Commitment</td>
<td>$175K</td>
<td>$150K</td>
<td>$125K</td>
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</tbody>
</table>

### Benefits

- Opportunity to host pre-competition media event
- Special support of company initiatives
- Speaking Role at one occasion at competition
- Logo on Program Book
- Special Mention on Social Media - Twitter, Facebook, Instagram
- Commercials at events (2/event)
- Judging Volunteer Opportunities for all FIRST programs
- Mention in a media release
- Logo on virtual FRC event information
- Company giveaway and team welcome package (optional)
- Recognition in Annual Report
- Logo listed on electronic screens on main bowl
- Logo and link on webpage

*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. *

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Gold ($50,000)</th>
<th>Silver ($25,000 - Gold)</th>
<th>Bronze ($10,000 - Silver)</th>
</tr>
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<tbody>
<tr>
<td>Logo listed on electronic screen at events</td>
<td>Large</td>
<td>Medium</td>
<td>Small</td>
</tr>
<tr>
<td>Logo listed on website</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>
</tr>
</tbody>
</table>

*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.

“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
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.