

# CORPORATE SPONSORSHIP



[www.firstroboticscanada.org](http://www.firstroboticscanada.org)



# FIRST Canada

## INSPIRING TOMORROW'S INNOVATORS

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:

### TRANSFERRABLE SKILLS DEVELOPMENT

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

### Introducing FIRST® Program as the **"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

Instilling in young people the philosophy of  
**"GRACIOUS PROFESSIONALISM"**

- > Learn and compete like crazy, but treat one another with respect and kindness in the process

Inspiring young people the philosophy of  
**"COOPERTITION"**

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



**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 2<sup>nd</sup> 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* — KG-16 years old
  - » *FIRST® Tech League Challenge* — 12-18 years old
  - » *FIRST® Robotics Competition* — 14-18 years old

# FIRST Canada

## FIRST® ROBOTICS COMPETITION



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

## FIRST® TECH CHALLENGE



**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 Blockly, challenges students to apply STEM concepts in real-world situations, and inspires tomorrow's innovators and entrepreneurs.

120+ teams  
across Canada

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

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



# FIRST Canada

## FIRST® LEGO® LEAGUE

### *Discover and Explore*

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.



Over 400 teams across Canada

Students ages KG - 16 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 FLL® Core Values

## 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.

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 wide variety of exciting volunteer opportunities with **FIRST®**.

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.

# FIRST Canada PARTICIPANT IMPACT



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



*"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)

### ALUMNI SUCCESS STORIES



CleanSlate UV

Knowledgehook

**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, SYNEX, HP, Google, Microsoft,
- > Entrepreneurs of start-up companies finding innovative solutions in technology, education, and various industries



# FIRST Canada

## EXECUTIVE ADVISORY BOARD

**Aaron McCarthy**, Executive Vice President & Chief Human Resources Officer at Magna International

**Al McDonald**, Mayor of the City of North Bay

**Andrea Seguin**, Director S&T Sales, Enbridge Gas

**Brad Stenning**, President, Stenning & Associates Financial Services

**Chris Hadfield**, Astronaut, Former Commander of the International Space Station

**David Allen**, North America Distribution Sales Manager at Intel Americas

**Donna Quan**, Senior Advisory, Ministry of Education

**Gladstone Grant**, Director of Solution Sales at Microsoft Canada

**Gord Homer**, Past Chair of the Board, FIRST

**Greg Houston**, President at Lakeside Process Controls

**Julia Hanigsberg**, President & CEO, Holland Bloorview Kids Rehabilitation Hospital

**Joe Lombard**, Global Managing Director, Metals, Hatch

**Larry Koscielski**, CentreLine

**Mark Hardy**, Chair of Executive Advisory Board, Vice President of Product Management at SYNNEX Canada

**Natalie Benitah**, Vice President, Printing, HP Canada Co.

**Shameze Rampertab**, CFO, Zomedica Pharmaceuticals Corp.

# FIRST Canada

## FIRST® ROBOTICS COMPETITION

### Sponsorship Levels

Commitment Terms	Platinum Plus	Platinum	Gold	Silver	Bronze
<b>Provincial 1 Year Commitment</b>	\$150K	\$100K	\$50K	\$25K	\$10K
<b>Provincial 3 Year Commitment</b>	\$100K	\$75K	\$25K	\$20K	
<b>National 1 Year Commitment</b>	\$200K	\$175K	\$150K		
<b>National 3 Year Commitment</b>	\$175K	\$150K	\$125K		
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)	10/day	5/day	2/day		
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.

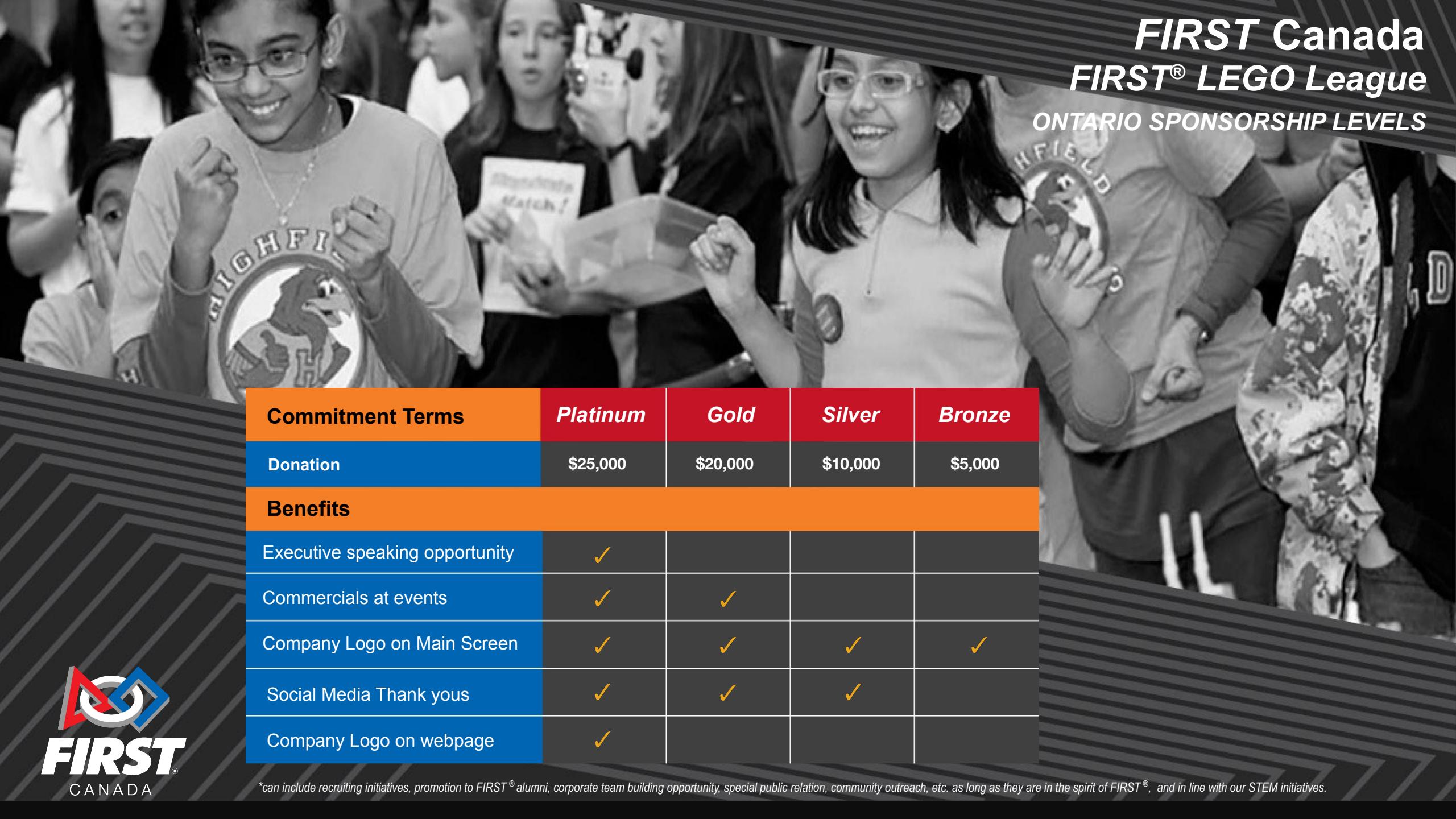
# FIRST Canada

## FIRST® TECH CHALLENGE

### ONTARIO SPONSORSHIP LEVELS

COMMITMENT TERMS	Platinum	Gold	Silver	Bronze
Ontario Provincial 1 Year Commitment	\$75K	\$50K	\$25K	\$10K
Ontario Provincial 3 Year Commitment (per year)	\$50K	\$25K	\$20K	
BENEFITS				
Lead Sponsor(s) on Ontario FTC correspondence	✓			
Choice of naming rights for volunteer or judge lounge	✓			
Special mention on social media and conference booth material	✓	✓		
Commercials at event	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	✓	✓	✓	✓





# FIRST Canada

## FIRST® LEGO League

### ONTARIO SPONSORSHIP LEVELS

Commitment Terms	Platinum	Gold	Silver	Bronze
Donation	\$25,000	\$20,000	\$10,000	\$5,000
Benefits				
Executive speaking opportunity	✓			
Commercials at events	✓	✓		
Company Logo on Main Screen	✓	✓	✓	✓
Social Media Thank yous	✓	✓	✓	
Company Logo 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.

# FIRST Canada OTHER SPONSORSHIP OPPORTUNITIES

## 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.\*

BENEFITS	Gold (\$50,000)	Silver (\$25,000 - Gold)	Bronze (\$10,000 - Silver)
Logo listed on electronic screen at events	Large	Medium	Small
Logo listed on website	Large	Medium	Small
Recognition by individual teams	10+ teams <input type="checkbox"/>	5+ teams <input type="checkbox"/>	2+ teams <input type="checkbox"/>

\*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

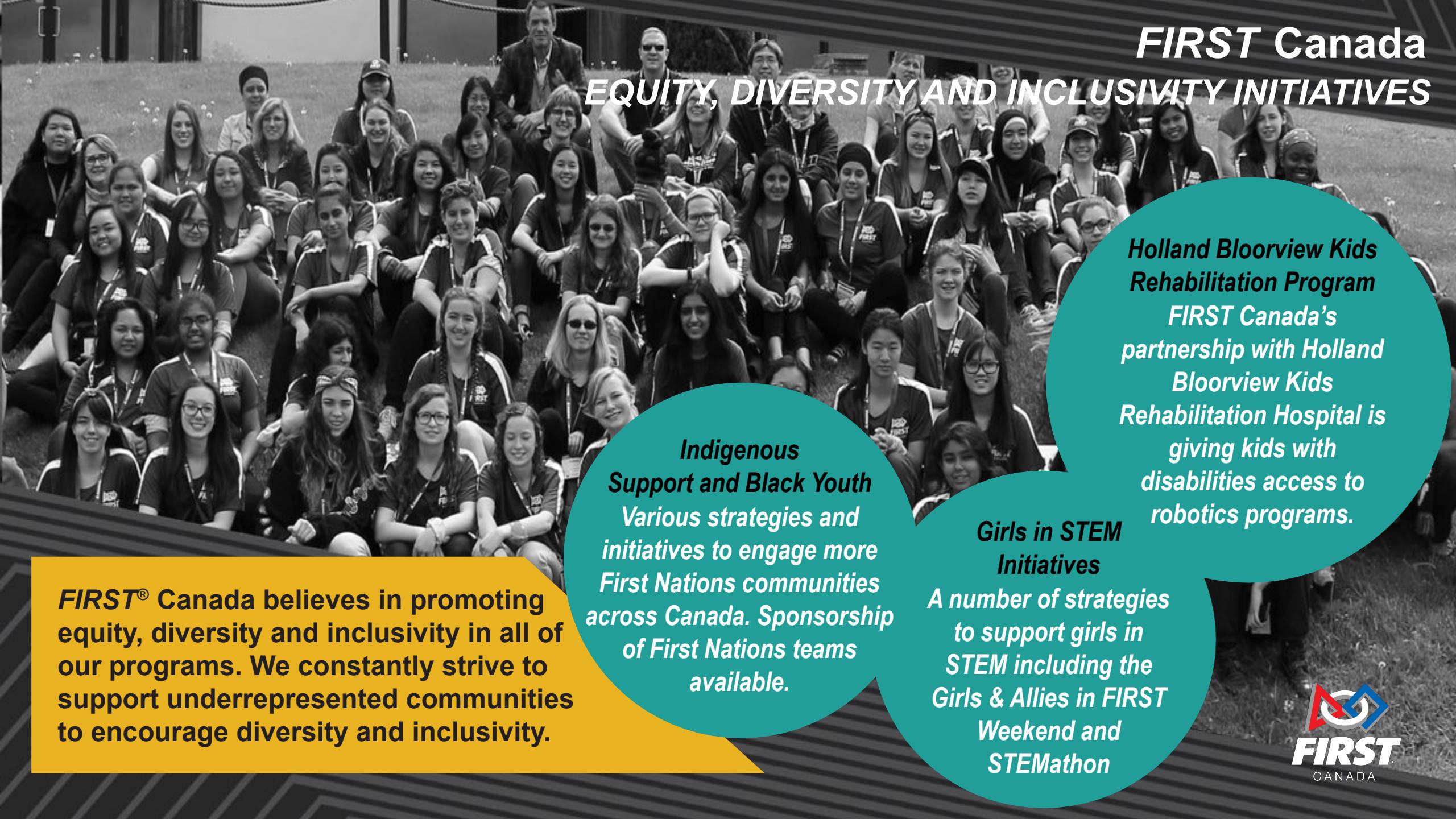


**FIRST** Canada

**YOUR HELP MAKES AN IMPACT!**



*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

## EQUITY, DIVERSITY AND INCLUSIVITY INITIATIVES

**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.

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

**Girls in STEM Initiatives**  
A number of strategies to support girls in STEM including the Girls & Allies in FIRST Weekend and STEMathon

**Holland Bloorview Kids Rehabilitation Program**  
FIRST Canada's partnership with Holland Bloorview Kids Rehabilitation Hospital is giving kids with disabilities access to robotics programs.



# FIRST® Canada

## YOUR HELP MAKES AN IMPACT!

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

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.

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

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