

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?