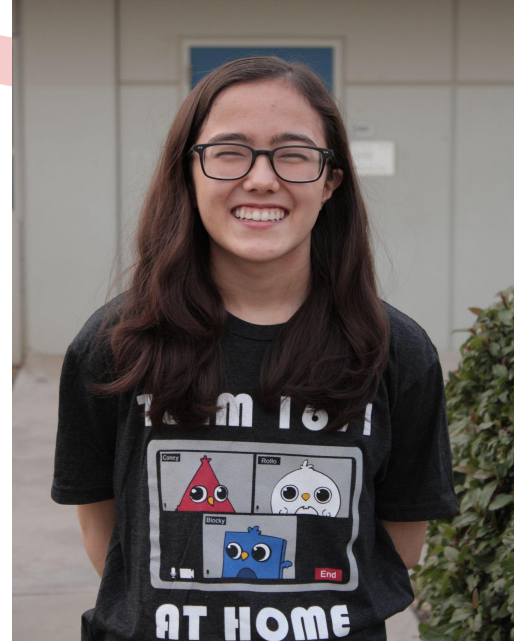


Engaging Sponsors Workshop

Presenters



Chief Executive Officer
Erica Kokor



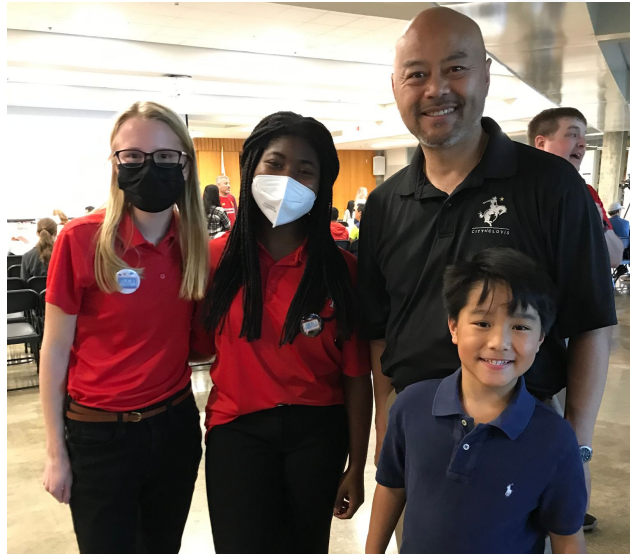
Chief Operations Officer
Caroline Keppler



Does anyone have specific questions?

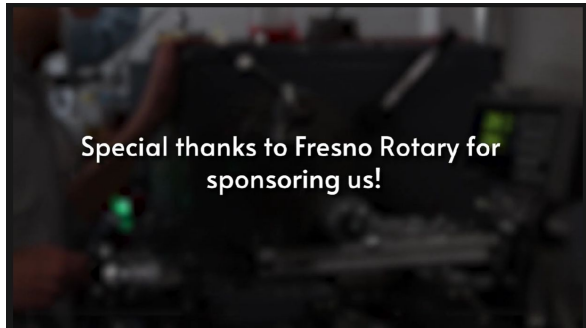
Why is Engaging Sponsors Important?

- Shows the sponsors they are valued
- Helps to build relationships with your team's sponsors
- Makes your sponsors more likely to donate again
- Building connections for possible job opportunities and internships



How do we engage our sponsors?

- Hosting events to thank sponsors
 - Open House (maybe a robot reveal)
- Providing weekly sponsor updates of the team's progress during Build Season
- Sponsor Incentives
 - Logos on robot/team shirts, etc
- Sponsor Shout-Outs on Instagram / YouTube videos



THANK YOU,
FIRST NorCal



FOR SUPPORTING
THE BIRD BRAINS!

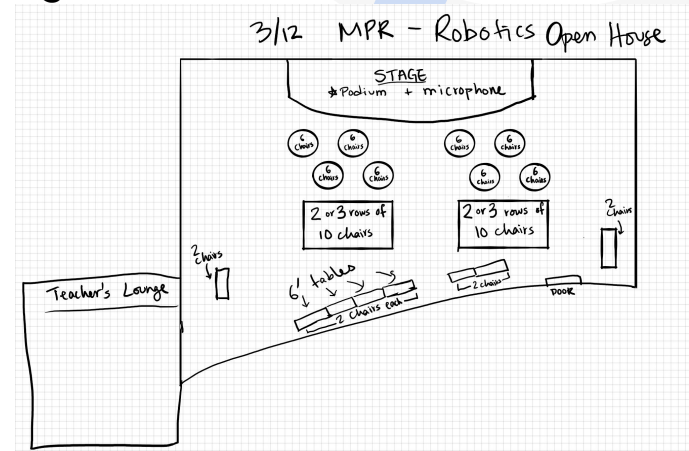
What is our Open House?

- Showcasing our progress made over Build Season
 - Robot reveal
 - Chairman's presentation reveal
- Thanking/acknowledging sponsors
- Silent Auction to raise money!



How Would You Plan It?

- Figure out your goals
 - What is your budget?
 - Where do you plan to host the event?
 - How will you advertise your event?
- Create Timelines and Deadlines
- Come up with a list of what the team needs to get done
 - Designate tasks



How To Easily Maintain Contact?

- Create an ongoing list of past and current sponsors
 - Sponsor Database (excel spreadsheet)
- Reach out monthly to invite them to events or visit your shop
- Annual and consistent contact (Identify one person and their role in the company and continuously reach out to them. Learn their job responsibilities so you know who to contact if they depart the company.)

Weekly Updates - MailChimp

- Send out letters to sponsors, updating the team's progress
- Let the sponsors know what you are doing with their money



Develop Your Own Sponsor Packet

- Include who your team is and your goals
 - If you have a mission statement, include that as well
- Include general costs
 - How much does your team spend on average every year?
- Include a mentorship portion!
 - What does your team need mentorship wise?
- Develop sponsor benefits
- **Don't forget a donation form!**



2022-23 Sponsor Packet

WHO WE ARE

The Buchanan Bird Brains are a robotics team from Buchanan High School located in Clovis, California and operate under the Buchanan Foundation, a 501(c)(3). The team participates in the FIRST® Robotics Competition while spreading the message of STEM: Science, Technology, Engineering, and Mathematics to inspire members of the community to encourage the pursuit of careers in those fields.

MISSION STATEMENT

The Buchanan Bird Brains' mission is to spark interest in the fields of science, technology, engineering, and mathematics in the next generation of leaders, [entrepreneurs, and innovators. We strive for teamwork, cooperation, and fun while inspiring young minds to spread their wings.


TEAM ORGANIZATION

With over 65 members, we operate in a way comparable to a business by utilizing both Chief and Director positions with the support of adult mentors and advisors. Two main areas within our team, F-IR and ST, unite to form the acronym FIRST. The F-IR Division, For Inspiration and Recognition, is our business umbrella portion of the team featuring the Finance, Outreach, FIRST Programs, Graphic Design, Digital Art, and Video Productions subgroups. The ST Area, Science and Technology, is our technical umbrella portion of the team featuring Computer-Aided Design, Electronics, Fabrication, Programming, and Strategy.

TEAM IMPACT

The world championship winning team consistently expands the idea of STEM education throughout the San Joaquin Valley with a variety of outreach events. These events include hosting scrimmages and qualifiers in the FIRST community and showcasing our team at elementary school carnivals and local Farmers Market events. To expand STEM in our region, our members have created several initiatives such as: G.E.M.S. (Girls in Engineering, Mathematics, and Science), Hatching It Out (curriculum created to foster collaboration and educate elementary aged students about robotics), and STEAM Workshops, seminars for young students containing engaging STEAM (Science, Technology, Engineering, Art, and Mathematics) related games.



The background features several overlapping geometric shapes. A large, light gray circle is partially visible on the right side. Overlapping it are a red triangle and a blue triangle, both rendered with thick, semi-transparent outlines. The text 'Any questions?' is centered in the middle of the slide.

Any questions?



**THANK YOU FOR
COMING!!!**