



FIRST® Fundraising Toolkit

Section 3 – Team Documentation

Sponsor Packet Template

The third section of the *FIRST*® Fundraising Toolkit focuses on helping teams create documents to use when talking to potential Sponsors. The “Team Sponsor Packet Template” was created as a starting point for teams to design their own personalized Sponsor packets.

In Section 1 of the *FIRST* Fundraising Toolkit, teams created a Fundraising Plan that included information about the team, materials and Mentors the team needs, and Sponsorship information. The information compiled in the Fundraising Plan can easily be edited and reused in a Team Sponsor Packet.

The Team Sponsor Packet Template contains four pages that serve as a guide for teams creating a Sponsor packet:

1. Introduction to the Team & the *FIRST* Program;
2. Additional Opportunities for Support – In-Kind Donations & Mentor Descriptions;
3. Sponsorship Levels & Benefit Information;
4. Team Contact & Sponsorship Information.

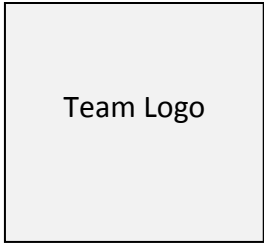
When going to different businesses and organizations in the community teams should remember to personalize the materials to their Sponsor packets. Additional information teams could include in a Sponsor Packet includes:

- A short, personalized note explaining how the specific organization could help the team;
- Pictures of the team, robot, and competition; and
- Team giveaways.

Teams can use this document as a guide or tool, and may add or subtract the parts they need to create their own Sponsor Packets. This template is not all encompassing, but is meant to provide teams with a starting point for creating their own Sponsor packets. Example *FIRST* Team Sponsor Packets can be found in Section 3 of the *FIRST* Fundraising Toolkit.

Additional Team Documentation Resources:

- [FIRST Press Room](#)
- [FRC Marketing Tools](#)
- [FTC Marketing Tools](#)



Team Name

Team Number & School

What we represent:

(Short paragraph of information about the team & the *FIRST* Program)

Through the program, students are able to:

- (Short List of Specific Benefits)

SAMPLE

Team Organization:

- (Number of Students)
- (Number of Mentors, Parents, & Teachers)

Team Impact:

- (Alumni in STEM Fields)
- (Outreach Events Attended)
- (Impact Numbers)

Team Logo

(Needs List)

Team Name

Team Number & School

(Explanation of items the team needs - Example: "There are many costs associated with running a FIRST® team. Below is a list of specific items the team is fundraising money for, in addition to the general costs associated with running the team.")

| Items: | Number Needed | Single-Item Cost | Final Cost |
|----------------------------------|---------------|------------------|--------------------|
| FLL LEGO Kits for Middle Schools | 4 | \$500 | \$2,000.00 |
| Team Trailer | 1 | \$3,000 | \$3,000.00 |
| Bus to Travel to Events | 1 | \$2,000 | \$2,000.00 |
| Robot Material Cost | 2 | \$4,000 | \$8,000.00 |
| Large Rolling Tool Box | 1 | \$1,000 | \$1,000.00 |
| Pit Banners & Sponsor Banners | 1 | \$1,000 | \$1,000.00 |
| 2014 Field Pieces | 1 | \$1,500 | \$1,500.00 |
| Saturday Build Season Food | 6 | \$200 | \$1,200.00 |
| | | Total: | \$19,700.00 |

(Explanation of mentors/training areas the team needs- Example: "Beyond material costs the team is also in need of mentors that could help in the following areas:")

| Mentor Needs | Role Description |
|-------------------------|---|
| <i>CAD</i> | Teach students on the team how to CAD |
| <i>Marketing</i> | Assist with team marketing and creating a team business plan |
| <i>Travel Logistics</i> | Organize the team travel to regional events |
| <i>Writing</i> | Assist the marketing and award sub-teams with team award submissions |
| <i>Finance</i> | Help students manage team funds and assist with fundraising |
| <i>Programming</i> | Work with the students to program the robot for competition |
| <i>Graphic Design</i> | Create banners, logos, team handouts, and t-shirts for competitions |
| <i>Public Speaking</i> | Teach the students how to speak in front of potential Sponsors and Judges |
| <i>Mechanical</i> | Help the students build a robot for competition |
| <i>Website</i> | Teach students how to build and manage a website |

Note: Consider asking the business if they will send out the list of mentor roles/training the team is looking for in a Company email to help recruit team mentors.

FRC Team Number

Contact Email

Team Website

(Sponsorship Overview)

Team Logo

Team Name

Team Number & School

(Short introduction to the team's cost and Sponsor benefits)

Example Levels of Sponsor Support:

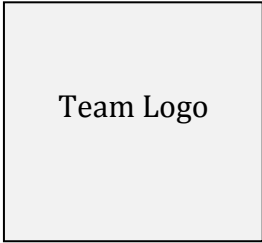
| | |
|---------------------|--|
| \$0 - \$99 | (Name of Sponsor Level) - (Explanation of what the Sponsor is given) |
| \$100 - \$199 | (Name of Sponsor Level) - (Explanation of what the Sponsor is given, continue to increase the number of benefits the Sponsor receives as the Sponsorship level increases) |
| \$200 - \$499 | (Name of Sponsor Level) - (Explanation of what the Sponsor is given) |
| \$500 - \$999 | (Name of Sponsor Level) - (Explanation of what the Sponsor is given) |
| \$1,000 - \$3,999 | (Name of Sponsor Level) - (Explanation of what the Sponsor is given) |
| \$4,000 - continued | (Name of Sponsor Level) - (Explanation of what the Sponsor is given) |

For more information about the (team name) visit: (team website)

For more information about the *FIRST* Robotics Program visit: www.usfirst.org

(The Team)

Thanks You for Your Support!



(Sponsorship Information)

Sponsorship Information

(Team Address)

(Team Contact Email)

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (_____) _____ Email: _____

Business Website: _____

(Please print or type so that we can accurately include your information)

Please make checks payable to: (Correct Team Information)

Federal EIN: (Correct Number for Sponsors to receive tax write off, if possible)

Give checks to your student contact, or mail to:

(Correct Team/School Name)

Attn: (Correct Team Name)

(Team Mailing Address)

Thank you for your support!

Student Contact: _____

Amount Donated: \$ _____ Check # _____ Cash _____

Material Donation:

Your generosity is truly appreciated and will be put to great use!

FRC Team Number

Contact Email

Team Website