

FIRST[®] SUPPLIER NEED TO KNOW

THANK YOU FOR YOUR INTEREST IN BEING A SUPPLIER FOR FIRST!

WHAT'S A FIRST[®] SUPPLIER? A FIRST[®] Supplier is an entity that contributes to FIRST via in-kind contributions by way of goods or services.

ARE FIRST SUPPLIERS ACKNOWLEDGED FOR THEIR SUPPORT? Definitely. FIRST thanks FIRST Suppliers in a variety of ways, all described in this document.

HOW IS A SUPPLIER'S LEVEL ASSIGNED? Once a supplier fills out a [Recognition Report](#), FIRST reviews the value of the in-kind contribution. FIRST adjusts that value based on a variety of factors such as if the in-kind support offsets existing expense, whether the item is software or hardware, and if the organization supports the FIRST mission in other ways. The adjusted valuation maps the FIRST Supplier to their corresponding level.

WHAT TYPES OF IN-KIND SUPPORT DOES FIRST NEED? There is a wide variety of ways suppliers contribute via in-kind. Generally, we seek products for distribution to teams via the Kit of Parts (motors, sensors, electrical items, pneumatic elements, etc.) and program playing fields (e.g. metal, fasteners, sensors, etc.)

Some suggestions include the following:

- General electromechanical items (sensors, cabling/wiring, gauges, raw materials, motors, bearings, etc. - for more ideas, see the [Kit of Parts webpage](#) to see last season's Kit of Parts detail)
- Shop supplies (hand, power, benchtop, Allen keys, wrenches, hammers, wire cutters, wire strippers, crimp tools, drills, chain breakers, calipers, micrometers, soldering equipment, power strips, extension cords)
- Vouchers to access your inventory
- Safety equipment (safety glasses, hearing protection, battery spill kits, head lamps)

HOW DOES FIRST GET MY DONATION TO TEAMS? Items are either shipped to teams by FIRST in Kickoff Kits, available for team selection in [FIRST Choice](#) (and then shipped directly to the team), or distributed by the supplier via software download or product voucher (if part of the "Virtual Kit").

WHAT ARE SOME OF THE DEADLINES? Donations intended for distribution to teams must be delivered by 9/30/24. All donations must be confirmed by 11/1/24 to be eligible for recognition. Unless noted, opportunities end at the expiration of the 2025 Supplier designation period, 10/31/25.

FIRST must review and approve all content referenced in the *Supplier Opportunities Table*.

ANYTHING ELSE? Yes, just a few things. Please note the following:

- FIRST must review and approve all content referenced in the *Supplier Opportunities Table*.
- Any information a Supplier shares, webpages to which FIRST links, social media items "liked" by FIRST accounts, etc. must be "non-commercial" in nature. Non-commercial means the content may contain neither qualitative nor comparative language, price information, endorsement, nor inducement to buy.
- IRS regulation states that the IRS will ignore any goods, services, or other benefits FIRST provides the sponsor (or persons designated by it), as long as the aggregate fair market value of such benefits does not exceed 2% of the sponsorship payment. In determining whether the 2% threshold was exceeded in any year, all insubstantial benefits must be considered. For Bronze Suppliers, the fair market value of the meals you receive as part of your donation recognition may exceed the IRS threshold of 2% of return benefit. Please consult your tax advisor.
- Acknowledgement and recognition are barring pandemic or other unavoidable disruptions.

2025 *FIRST*® Supplier Opportunities Table

#	OPPORTUNITY	CROWN (>\$250K)	DIAMOND (\$175K-\$250K)	GOLD (\$100K-\$175K)	SILVER (\$25K-\$100K)	BRONZE (\$5K-\$25K)	CONTACT	NOTES
1	One invitation to the Dean's List Award celebration at the 2025 <i>FIRST</i> Championship	•					Robert Zeuge , Robotics Resources	2025 event details are TBD.
2	Opportunity to guest write one entry in the FRC Blog	•					Robert Zeuge , Robotics Resources	Blog is written by supplier, approved by <i>FIRST</i> .
3	One campaign post on the <i>FIRST</i> community blog	•					Kelly Jones Marketing	Click here to see the People of STEAM Community Blog. Content is Q&A style and created in collaboration with <i>FIRST</i> .
4	Opportunity to provide resources to support learning content for mentors and teams implementing <i>FIRST</i> programs	•					Tammy Pankey <i>FIRST</i> Education	Learning content is accessed on the Free Education resources webpage or on the <i>FIRST</i> LMS through <i>FIRST</i> dashboard
5	Opportunity to provide workforce development, career awareness, and certification resources	•					Tammy Pankey <i>FIRST</i> Education	Classroom to Career landing page
6	Opportunity for custom supplier created social content on <i>FIRST</i> owned channels	•	•				Ashley Johnson , FRC	Platform/combination of platforms (FRC Twitter with 34k+ followers, FRC Facebook) to be matched to content/story being told.
7	Career related guest content in <i>FIRST</i> communications	•	•				FIRST Alumni Relations	Email inclusion, social media, etc. FedEx example blog here.
8	Co-create a webinar	•	•				Robert Zeuge , Robotics Resources	Content to be applicable and relatable to high school robotics teams.
9	Reserved table in Alumni / Scholarship Row at <i>FIRST</i> Championship	•	•				FIRST Development	Opportunity to distribute supplier information. Notice of intent to participate is required by 1/6/25.
10	Recognition, by Supplier Level, in <i>FIRST</i> Championship app	•	•	•			FIRST Development	Supplier provides a ≤600word description of their organization by 2/14/25.
11	Amplify a supplier's <i>FIRST</i> related post on social media	•	•	•			Ashley Johnson , FRC	2-week notice requested, May-Dec. timeframe (Jan-Apr as appropriate).
12	Opportunity to provide or author content for Kahoot course or Kahoot quiz	•	•	•			Tammy Pankey <i>FIRST</i> Education	Kahoot platform provides game-based learning and fun way to engage audiences of all ages.
13	Invitations to the <i>FIRST</i> Founder's Reception	8	6	4	3		Robert Zeuge , Robotics Resources	Click for reference information about the Founder's Reception, 1/3/2025.
14	Invitation to propose booth in the Robot Service Center at the 2025 <i>FIRST</i> Championship.	•	•	•	•	•	Robert Zeuge , Robotics Resources	Located near or in the FRC Pit area. Availability is limited, and <i>FIRST</i> approval is required. Supplier must provide technical support to teams with limited commercial, non-support content. Proposal required by 12/6/24.
15	Recognition, by Supplier Level, on the FIRST website	Lg logo + hyperlink		Hyperlink			Robert Zeuge , Robotics Resources	Hyperlinks are directed to supplier's homepage. Supplier listing goes live upon the 2025 FRC Kickoff, 1/4/25.
16	Invitations to the <i>FIRST</i> Supporter Summit Event	8	6	4	1	1	Robert Zeuge , Robotics Resources	Event will be in NH in July, 2025 (exact dates are TBD).

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17	Supplier recognized at: – FRC Kickoff (during the pre-show scroll) – FRC Regionals (scrolling video screens during breaks) – <i>FIRST</i> Championship (scrolling video screens)	Logo				Name	Robert Zeuge , Robotics Resources	Occurs automatically via a completed Recognition Report by 11/1/25. Logo provided by Supplier per specifications from <i>FIRST</i>
18	Recognition, by Supplier Level, in all digital FRC Regional event program books	•	•	•	•	•	Robert Zeuge , Robotics Resources	Occurs automatically via a completed Recognition Report by 11/1/25.
19	Ability to include branded materials in the FRC Kickoff Kit	•	•	•	•	•	Robert Zeuge , Robotics Resources	Materials due to <i>FIRST</i> by 9/30/24.
20	Invitation to host a session at the 2025 <i>FIRST</i> Championship Conferences	•	•	•	•	•	Andrea Mikus , <i>FIRST</i>	Proposal submitted through RFP process by 2/7/25.
21	Use of a Supplier Level web badge in supplier content	•	•	•	•	•	Robert Zeuge , Robotics Resources	
22	Recognition, by Supplier Level, in the 2025 <i>FIRST</i> Annual Report	•	•	•	•	•	Kelly Jones Marketing	Occurs automatically via a completed Recognition Report.
23	Permission to use <i>FIRST</i> logos and Supplier Level in Supplier content	•	•	•	•	•	Kelly Jones Marketing	All content must be in accordance with FIRST Branding and Design Standards and reviewed by <i>FIRST</i> Marketing before publication.