Robotics Education &
Competition Foundation

Sustainability Discussion
Event Partner Summit

July 2014
Goals of this Session

• Learn how we can help you
  – Raise more funds to grow and enhance your events

• Learn how you can help us
  – Raise more funds to grow and enhance the VEX Robotics programs
Presenters for this Session

• Ron Katz
  – REC Foundation Director of Development

• Jason Morella
  – REC Foundation President

• Brad Lauer
  – REC Foundation Director of Operations
REC Foundation Current Sponsors

Global Sponsors:
Northrup Grumman
NASA
Chevron
EMC
Texas Instruments
Microchip
Innovation First

Regional Sponsors:
Intel
U.S. Army
Texas Workforce Commission
REC Foundation Global Sponsors

- Provide essential funding for the VEX Robotics Competition
- Support infrastructure, staff and technology
- Allow continued program development
- Pay expenses of the World Championship
- Help to keep equipment and registration costs low
REC Foundation Regional Sponsors

- Support team growth at the local level
- Pay the expenses of state and local events
- Support the efforts of RECF Regional Support Managers
- Provide equipment and volunteers
- Help to keep equipment and registration costs low

Often, support from REC Foundation Regional Sponsors is shared with Event Partners to help enhance events and provide local recognition.
Local Event and Team Sponsors

These Local Sponsors do not support the REC Foundation directly, but their support is vital to the program. They are tied directly to local events through relationships with Event Partners, or to individual teams through team fundraising efforts.

The REC Foundation does not take any portion of this revenue, but will work with Event Partners and Teams to support their efforts locally.
Local Event and Team Sponsors

In some cases, local sponsors may be large national or global organizations and represent opportunities to increase overall program funding.

Event Partners are encouraged to work with their RECF Regional Support Managers to help build these relationships from the local level to the global level. RECF will always ensure that doing so is in the best interest of the Event Partners through revenue sharing and additional support.
Sponsor Recognition at Events

In order to maintain strong relationships with all of our sponsors, and to meet our contractual commitments, it is vital that proper recognition is provided at local and state events.

- Banners and onsite signage
- Logos in Tournament Manager
- Event page on Robotevents.org
- Press releases
- In some cases including sponsor representatives as speakers, judges, etc.
## Sample Sponsorship Package

**2013 City of Indianapolis VEX Robotics Championship**  
**Bankers Life Fieldhouse**  
**November 16 - 17, 2013**

<table>
<thead>
<tr>
<th>Corporate Recognition Program</th>
<th>Platinum $30,000</th>
<th>Gold $20,000</th>
<th>Silver $10,000</th>
<th>Bronze $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Sponsorship of VEX High School competition event(1)</td>
<td>As Title Sponsor</td>
<td>As Gold Sponsor</td>
<td>Large Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Title Sponsorship of VEX-IQ Middle School competition event (1)</td>
<td>As Title Sponsor</td>
<td>As Gold Sponsor</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Opportunity to kick-off event alongside Mayor Greg Ballard</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Naming of The Championship Fields</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition ribbons designating your sponsorship level to be worn by your employees</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Seat for one employee on the Judges Panel</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to present an award during award ceremony</td>
<td>VEX/ VEX IQ</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee VIP Seating throughout the two-day competition</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Your banner displayed in key location (provided by sponsor)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to host exhibitor booth/display table in lobby</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Your name on the event sponsor banner displayed during event</td>
<td>Large Logo on Front and Back</td>
<td>Large Logo on Back</td>
<td>Logo on Back</td>
<td>Name on Back</td>
</tr>
<tr>
<td>Recognition in printed, verbal, electronic &amp; media opportunities</td>
<td>As Title Sponsor</td>
<td>As Gold Sponsor</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Listed on volunteer and event staff T-shirts</td>
<td>Large Logo</td>
<td>Large Logo on Back</td>
<td>Logo on Back</td>
<td>Name on Back</td>
</tr>
<tr>
<td>Listed on video screens throughout the event</td>
<td>Corporate Promo + Independent Screen Shot</td>
<td>Independent Screen Shot</td>
<td>Logo</td>
<td>Name</td>
</tr>
</tbody>
</table>
Fundraising Idea for Teams

Our recent survey shows that 44% of teams find local fundraising to be their biggest challenge.

One solution: Piggybackr.com
Exchange of Ideas

What has worked in each of your areas?

How can we help?
Please be sure to communicate with REC Foundation staff if you have any questions regarding proper usage of sponsor logos.
Thank You!