

Unique Employee Engagement Opportunity with STEM Students

Offered in Partnership by

FIRST North Carolina & HANGAR6



PARTNER ORGANIZATIONS

***FIRST* North Carolina and First Flight's Hangar6 have joined forces to help STEM students prepare for the *FIRST* Robotics Championship competition. *FIRST* NC teams will utilize the Hangar6 advanced prototyping facility in RTP to build their robots.**

- FIRST North Carolina is a statewide nonprofit dedicated to inspiring the next generation of engineers, computer scientists and STEM leaders. The *FIRST* Robotics Competition combines the excitement of sports with the rigors of science and technology. Under strict rules, limited resources, and an intense six-week time limit, teams of students are challenged to raise funds, design a team "brand," hone teamwork skills, and build and program industrial-size robots to play a difficult field game against like-minded competitors. It's as close to real-world engineering as a student can get. Volunteer professional mentors lend their time and talents to guide each team. www.firstnorthcarolina.org
- Hangar6, a First Flight Venture Center program, is North Carolina's premier advanced prototyping facility. It is a unique space that enables companies to design, build and model product prototypes in a timely and efficient manner with precision equipment and tools including a 3D large format printer, two Fusion3 3D printers, CO2 laser cutter, metal fiber laser cutter, CNC full scale production milling machine, metal lathe, welding shop, woodworking shop and more. Hangar6 has monthly/yearly memberships for individuals, teams and corporations. www.Hangarsix.org.

CORPORATE BRANDING & EMPLOYEE ENGAGEMENT OPPORTUNITY HIGHLIGHTS

- Corporate brand recognition across North Carolina with STEM students, mentors and families (approximately 8,000 people)
- Employee volunteer opportunities with high school STEM students involved in an international engineering competition – the *FIRST* Robotics Competition
- Hands-on employee volunteer opportunities during robot builds at Hangar6
- Volunteer and judging roles for employees at District and *FIRST* NC Robotics competitions
- Recruitment pipeline for interns and future STEM employees
- Employee team building, retention support and corporate responsibility strategy

BACKGROUND

FIRST Robotics Competition: The *FIRST* Robotics Competition (FRC) is the premier international engineering challenge for high school students. Teams of students, working closely with teachers and volunteer mentors, have six weeks to conceptualize, design, build, program, modify and test a robot to participate in a competition that changes each year.

On January 5th, 2019 *FIRST* unveils the competition or “game” at an annual kick-off event that is simulcast to locations around the world. Teams receive a “kit” of common parts that are used to build the core systems of the robot, but they won’t find an instruction manual! Students work with hundreds of components, including engineering mainstays such as programmable radio controllers, motors, electrical circuitry and mechanical parts. Following the six-week design and build phase, NC teams enter one of 4 district competitions (Wake County, Guilford County, UNC Asheville, UNC Pembroke) leading up to the season culmination with the *FIRST* North Carolina Championship, a three-day event, April 5-7 at Campbell University attended by more than 2,000 NC students, families and friends.

SPONSORSHIP LEVELS & BENEFITS

Sponsorship packages are designed to provide maximum multi-tiered corporate branding and employee engagement opportunities with STEM audiences. Corporate sponsorships include a range of employee volunteer opportunities. Three types of volunteer skill sets, among others, are especially needed:

- Mechanical and electrical engineers
- Programmers
- Project managers to lead strategic planning sessions

STEM Champion \$15,000 (2 available)

- KickOff, January 5, 2019: **Invitation only** viewing of international broadcast to announce the competition
 - o Naming of Kickoff, i.e. “YOUR COMPANY NAME Kickoff”
 - o Speaking role in program to VIP audience at Kickoff
 - o Employee engagement for 6-8 volunteers with selected teams to participate in:
 - Robot Quick Build – (immediately follows Jan.5 announcement)
 - Make oversized chassis
 - Wire control panel
 - Programming group
 - Robot Quick Build brainstorming
 - Project management role with an entire team
 - o Social media promotion pre and post event
- Hangar6 staffing for employees in work sessions with robotics teams for 6 (six) Saturdays:
 - o Volunteer opportunities, 12 volunteers per Saturday, total of 72 volunteers
 - o January 12, 19, 26, February 2, 9 and 16
- 4 District Qualifying Tournaments and the *FIRST* NC State Championship
 - o 10 employee volunteer opportunities at each event
 - o 2 Judges positions (per position description)
 - o Recognition in *FIRST* NC weekly newsletter
 - o Recognition on sponsor wall at all events
 - o Recognition in event program books

- Logo on banners, Hangar6 and *FIRST* NC websites
- Recognition in social media posts
- 1 Exhibit table
- Communications
 - Press representative for interviews (as available)
 - Pre-post social media promotion/recognition
 - Company logo/link in Weekly newsletter (3,000 plus list serve with 75% open rate)
 - Digital promotional materials attached to on-line outreach
 - Two (2) company spotlight articles to digital outreach audience, posted in newsletters and on *FIRST* NC and Hangar6 websites
 - Company logo on a banner in Hangar6 for 1 year
 - T-shirt with large company logo for Kickoff and Hangar6 sessions

Robot Circle \$10,000 (2 available)

- KickOff, January 5, 2019: **Invitation only** viewing of national broadcast to announce the competition
 - Attendance for 2 participants
 - Social media coordination with corporate counterparts
 - Company name acknowledged to VIP audience at Kickoff
- Hangar6 staffing for employees in working sessions with teams for 3 (three) Saturdays:
 - Volunteer opportunities, 8 volunteers per Saturday, total of 24 volunteers
 - January 12, 19, 26, February 2, 9 and 16 timeframe
- 4 District Qualifying Tournaments and the *FIRST* NC State Championship
 - 10 employee volunteer opportunities at each event
 - 1 Judge position (per position description)
 - Recognition in *FIRST* NC weekly newsletter
 - Recognition on sponsor wall at all events
 - Recognition in event program books
 - Logo on banners, Hangar6 and *FIRST* NC websites
 - Recognition in social media posts
- Communications
 - Pre-post social media recognition
 - Social media coordination with corporate counterparts for all events and volunteer engagements
 - Digital promotional materials attached to on-line outreach
 - Company logo/link in Weekly newsletter (3,000 plus list serve with 75% open rate)
 - Company spotlight article over the 6 week robot prep period to digital outreach audience, posted on *FIRST* NC and Hangar6 websites
 - Company logo on a banner in Hangar6 for 1 year
 - T-shirt with company logo for Kickoff and Hangar6 sessions

Innovation Partners \$5,000 (3 available)

- KickOff, January 5, 2019: **Invitation only** viewing of national broadcast to announce the competition
 - o Attendance for 1 participant
- Hangar6 prototyping facility working sessions with teams for 1 (one) Saturday:
 - o Volunteer opportunities for 4 volunteers per Saturday, total of 4 volunteers
 - o January 12, 19, 26, February 2, 9 and 16 timeframe
- 4 District Qualifying Tournaments and the *FIRST* NC State Championship
 - o 5 employee volunteer opportunities
 - o Recognition in *FIRST* NC weekly newsletter
 - o Recognition on sponsor wall at all events
 - o Recognition in event program books
 - o Logo on banners, Hangar6 and *FIRST* NC websites
 - o Recognition in social media posts
- Communications
 - o Pre-post social media recognition
 - o Company logo present for all digital outreach audience, posted on *FIRST* NC and Hangar6 websites
 - o Company logo on a banner in Hangar6 for 1 year
 - o T-shirt with company logo for Kickoff and Hangar6 sessions

For additional information, please contact either:

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Sponsorship Benefits Summary

Sponsorship packages are designed to provide maximum multi-tiered corporate branding and employee engagement opportunities with STEM audiences. Corporate sponsorships include a range of employee volunteer opportunities.

| PARTNER BENEFITS | STEM Champion \$15,000 (2 available) | Robot Circle \$10,000 (2 available) | Innovation Partner \$5,000 (3 available) |
|---|--|---|--|
| Kickoff Naming Rights | ✓ | | |
| Kickoff Speaking Opportunity | ✓ 5 Events | | |
| Kickoff Employee Engagement | ✓ 6-8 Employees | ✓ 2 Employees | ✓ 1 Employee |
| Kickoff Social Media Promotion | ✓ | ✓ | ✓ |
| Hangar6 Employee Engagement | ✓ 6 Saturdays 12 Volunteers per day | ✓ 3 Saturdays 8 volunteers per day | ✓ Saturday 4 Volunteers |
| FIRST NC Events Judge positions at the State Championship | ✓ | | |
| FIRST NC Events Employee Engagement | ✓ 10 employee volunteers at 4 events | 10 employee volunteers at 4 events; 1 judge position at 1 event | 5 employee volunteers at 4 events |
| Recognition on Sponsor Wall at FIRST NC events | ✓ | ✓ | ✓ |
| Recognition in FIRST NC Program Books | ✓ | ✓ | ✓ |
| Recognition on FIRST NC website | ✓ | ✓ | ✓ |
| Recognition in FIRST NC weekly newsletter | ✓ | ✓ | ✓ |
| Recognition in social media posts | ✓ | ✓ | ✓ |
| Company Logo on a banner in Hangar6 for 1 year | ✓ | ✓ | ✓ |
| T-shirt with company logo for Kickoff and Hangar6 sessions | ✓ | ✓ | ✓ |