

October 5th-December

What is it?

Why do we do it?

Does it really help?

What is it?

Biggest Fundraiser
 Sponsor involvement
 Primary trip payer





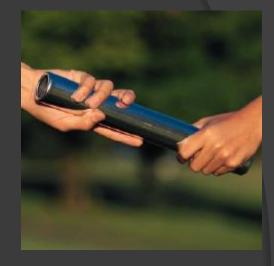
Our Goal

- \$25,000 yearly
- \$15,000 Patron Drive
- Community Involvement



Your Achievement

- Returning Students
 - \$500 or 10 businesses
- New Students
 - \$250 or 5 businesses
- "Everyone helps everyone"
 - You will be responsible for any balance!



How it works

Start with Selection

- Pick "x" amount of businesses to visit with Mrs. Mlodzienski
- Plan to set up a date, or schedule an appointment
- Have your materials
- Returning Students have "dibs" on past Patrons

The materials

- Single Folder
 - Team Brochures
 - Team letter (sign it)
 - Sample Patron Book
 - Sponsorship form
 - Invitational ballots to Ruckus & Finger Lakes Regional

Speaking – Where do I start?

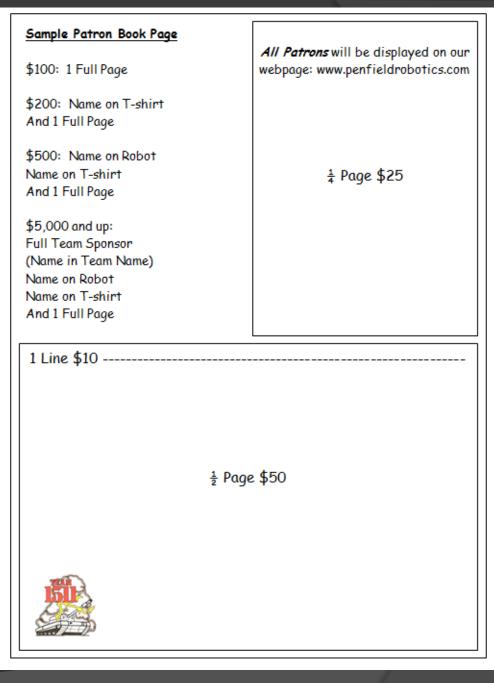
- Start with an introduction and FIRM handshake!
- Tell them you're with Penfield Robotics
- Talk about FIRST and what we do
- Propose Sponsorship options
- Ask if there are any Qs

Their Benefit | Our Benefit

- Depending on donation value, representation will be placed:
 - In our book (¼ page, ½ page, whole page)
 - Back of our T-shirt
 - On the Robot (with chances of live broadcast)
 - Website
- Show them the book, you have it!
 - Patron books are distributed to all Sponsors and placed in offices for public to see!

Values

\$5000-- Team
 sponsor and are a
 part of team name
 (Harris Corporation &
 Penfield High School)



VEVER suggest the highest donation first!

Donations over Cash

Sometimes they don't want to give money!

- Certificates, gift cards
- Food/manufacturing services
- Facilities
- Suggest that Employees can join the team!

Sponsorship Form

PATRON - SPONSORSHIP FORM

FIRST

(Directions to Student: Assist in completing form, Leave top half with Sponsor, Keep bottom half for Team Records)

Dear Business Owner or Patron:

Thank you for your support of the FIRST ™ Robotics Team at Penfield High School, in conjunction with the RF Communications Division of Harris Corporation. We sincerely appreciate your support.

Contribution Amount:

Amount collected today:

Balance/ Ad to be picked-up on or before: Balance/ Ad Mailed in to Terri Montemalo, 23

Ad to be e-mailed: <u>patrondrive@penfieldrobotics.com</u>

Pennicott Circle, Penfield, NY 14526

Ad was provided today

Receipt for Solicitation: You have agreed to support our team in the FIRST ™ Robotics Competition at the following level:

Named Sponsor (added to team name) \$5000+ Eagle (ad and name on robot and t-shirt) \$500 Hawk (ad and name on team shirts) \$200 Owl (full-page patron ad) \$100 Seagull (1/2 page ad) \$50 Sparrow (1/4 page ad) \$25 Other

Make Checks Out To: Penfield High School Robotics Team

In appreciation of this financial commitment, we will be publishing a Patron Ad in the Rochester area including your place of business, and placing your name

You will receive a formal acknowledgement of your contribution within four wee This form serves as a receipt for your participation today.

*Please attach a copy of the ad you would like placed in the patron book, email to our address above

Date:	Student Co
1 A A A A A A A A A A A A A A A A A A A	

ontact: ____

-----TEAR OFF & RETAIN FOR T

Company or Sponsor Name:		
Primary Contact:		
Mailing Address:		
City, ST Zip:		
Phone #:	Company Web	site :
E-mail:		
Sponsorship Level:		
Named Sponsor (added to teal	m name) \$5000+	Contribution Amount:
 Eagle (ad and name on robot and 	and t-shirt) \$500	A mount collected to dow
Hawk (ad and name on team s	shirts) \$200	Amount collected today:
 Owl (full-page patron ad) 	\$100	 Ad was provided today
Seagull (1/2 page ad)	\$50	Ad e-mailed to <u>patrondrive@penfieldrobotics.com</u>
 Sparrow (1/4 page ad) 	\$25	 Balance/ Ad to be picked-up on or before: Balance/ Ad to be Mailed in to Penfield High School
Other	\$	
Company or Sponsor Signature:		Date:

Sponsorship Form

- Fill out your name LEGIBLY on both halves
- They get the top sheet, you get the bottom sheet
- On't forget the Company Ad!

What to leave with the Patron

- Sponsor form
- Team Brochure
- Event tickets
- A good impression

DON'T LEAVE YOUR PATRON BOOK!

Event Tickets

- They are not admission tickets
 - They're just like reminders!
- Note that all events are free and public!
- Ruckus @ Webster Spry Middle School
 - October 23rd, 2010 8am-6pm
- Finger Lakes Regional (Official competition)
 - March 3rd-5th, 2011 @ RIT Gordon Field House

What if?

• They say no?

- Thank them for their time and hope that we can try again next year!
- You still get credit for going!
- They have to get back to you?
 - Leave the letter (signed) to be passed on to upper management
 - Ask for a date/time to come back

Newsletters, Events & Demos

- Sponsors will be updated about our team activities monthly!
- Interested Patrons can request team demonstrations any time in the fall or after April

Getting Started

- Pick up to 5 FIRST.
 - Visit the 5
- Select more!
 - Siblings of team alumni get their old patrons
- DON'T VISIT unless you sign up first!

• This prevents double ups.

Rules

No two students should be sharing a patron!

- FIRST COME FIRST SERVED.
- If you cannot visit a Patron, inform Mrs. Mlodzienski so someone else can have that patron

Family & Friends?

They can make donations too!

- Even if it's just personal, that's fine too igodot
- If a friend or family donates, they can have their name or business put on the shirt.

What to bring back to Melinda

- (Check &) White half-tear sheet with Sponsor contact info
 - THESE MUST COME **TOGETHER**
 - Unless everything is filled out completely, you will not get credit, and nothing will be accepted!!
- Sponsor logo (if you have it)

Final Tips

- Oress up relatively nice!
- FIRM HAND-SHAKE!
- Thank whoever helped you
- Be enthusiastic, nice and formal
- Try to make your speech some-what personal
- BE PROFESSIONAL!

IMPORTANT DATES

- Kick off : 10/5/2010
- Patron Drive Ends: 12/28/2010
 - All Pre-season achievements due
- FINAL SUBMISSION of paper-work by 1/4/2011!
- Susiness sign ups EVERY TUESDAY
 - See Mrs. Mlodzienski

Check-Points

- Check Point 1: 10/26
 - Students should have 5 Patrons selected, at least 1 visited
- Check Point 2: 11/16
 - Students should have visited at least half of their selected Patrons
- Check Point 3: 12/14
 - All Patron Visits should have been made

Have fun with this!

- Sring another team member if you want
- Make it a competition!
- Get the family involved
- There might be prizes...

NOTE: Sign up person is not here today...

To get a head-start: melindaam@rochester.rr.com

