

- What is it?
- Why do we do it?
- Does it really help?

Patron Drive 2010

October 5th-December

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?

- ① Start with an introduction and FIRM handshake!
- ② Tell them you're with Penfield Robotics
- ③ Talk about FIRST and what we do
- ④ Propose Sponsorship options
- ⑤ Ask if there are any Qs

Their Benefit | Our Benefit

- ◎ Depending on donation value, representation will be placed:
 - In our book ($\frac{1}{4}$ page, $\frac{1}{2}$ 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)

Sample Patron Book Page

\$100: 1 Full Page

\$200: Name on T-shirt
And 1 Full Page

\$500: Name on Robot
Name on T-shirt
And 1 Full Page

\$5,000 and up:
Full Team Sponsor
(Name in Team Name)
Name on Robot
Name on T-shirt
And 1 Full Page

All Patrons will be displayed on our
webpage: www.penfieldrobotics.com

$\frac{1}{4}$ Page \$25

1 Line \$10 -----

$\frac{1}{2}$ Page \$50



NEVER 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.

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

- | | | |
|---|----------|--|
| <input type="checkbox"/> Named Sponsor (added to team name) | \$5000+ | Contribution Amount: _____ |
| <input type="checkbox"/> Eagle (ad and name on robot and t-shirt) | \$500 | Amount collected today: _____ |
| <input type="checkbox"/> Hawk (ad and name on team shirts) | \$200 | <input type="checkbox"/> Ad was provided today |
| <input type="checkbox"/> Owl (full-page patron ad) | \$100 | <input type="checkbox"/> Ad to be e-mailed: patrondrive@penfieldrobotics.com |
| <input type="checkbox"/> Seagull (1/2 page ad) | \$50 | <input type="checkbox"/> Balance/ Ad to be picked-up on or before: _____ |
| <input type="checkbox"/> Sparrow (1/4 page ad) | \$25 | <input type="checkbox"/> Balance/ Ad Mailed in to Terri Montemalo, 23
Pennicott Circle, Penfield, NY 14526 |
| <input type="checkbox"/> 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 weeks. 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 Contact: _____

-----TEAR OFF & RETAIN FOR T

-----TEAR OFF & RETAIN FOR TEAM RECORDS-----

Company or Sponsor Name: _____

Primary Contact: _____

Mailing Address: _____

City, ST Zip: _____

Phone #: _____ Company Website: _____

E-mail: _____

Sponsorship Level:

- | | | |
|---|----------|--|
| <input type="checkbox"/> Named Sponsor (added to team name) | \$5000+ | Contribution Amount: _____ |
| <input type="checkbox"/> Eagle (ad and name on robot and t-shirt) | \$500 | Amount collected today: _____ |
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| <input type="checkbox"/> Sparrow (1/4 page ad) | \$25 | <input type="checkbox"/> Balance/ Ad to be Mailed in to Penfield High School |
| <input type="checkbox"/> Other | \$ _____ | |

Company or Sponsor Signature: _____ Date: _____

Student Contact: _____ Student Phone #: _____

Sponsorship Form

- ① Fill out your name LEGIBLY on both halves
- ① They get the top sheet, you get the bottom sheet
- ① Don'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 😊
 - 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

- ⦿ Dress 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!

- ⦿ Business 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!

- ⦿ Bring 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

Q & A