

## GET INVOLVED: CORPORATE SPONSORSHIP

**95%** believe company's involvement with *FIRST* benefits firm's reputation.

**77%** indicate their firm's support of *FIRST* made them feel more positive about their employer.

**66%** believe support of *FIRST* would help attract and retain good employees.

*"At Motorola, our continued success depends on our ability to hire a world-class workforce. We know it's critical for tomorrow's workforce to be technologically literate. That's why we are investing in FIRST."*

**Gary Tooker**, Vice Chairman, Motorola, Inc.

### **FIRST is supported by a strong network of corporations, educational and professional institutions.**

- » Some of the world's most respected companies provide funding, mentorship time and talent, volunteerism, equipment and more to make *FIRST* a reality.
- » Founding Sponsors include Boston Scientific Corporation, Baxter International Incorporated, The Chrysler Foundation, DEKA Research & Development Corp., Delphi Corporation, General Motors Corporation, Johnson & Johnson, Kleiner Perkins Caufield & Byers, Motorola Incorporated, and Xerox Corporation.
- » Strategic Partners include BAE Systems, The Boeing Company, FedEx Corporation, General Motors Corporation, Johnson & Johnson, NASA, National Instruments, Rockwell Automation, and Rockwell Collins.

### **Benefits of Sponsorship**

*FIRST* sponsorship:

- » Builds a technologically literate work force
- » Provides renewed inspiration to company engineers and employees
- » Provides rich employee volunteer opportunities
- » Strengthens company reputation in the community
- » Provides employee team building and training opportunities and increases positive feelings for employers

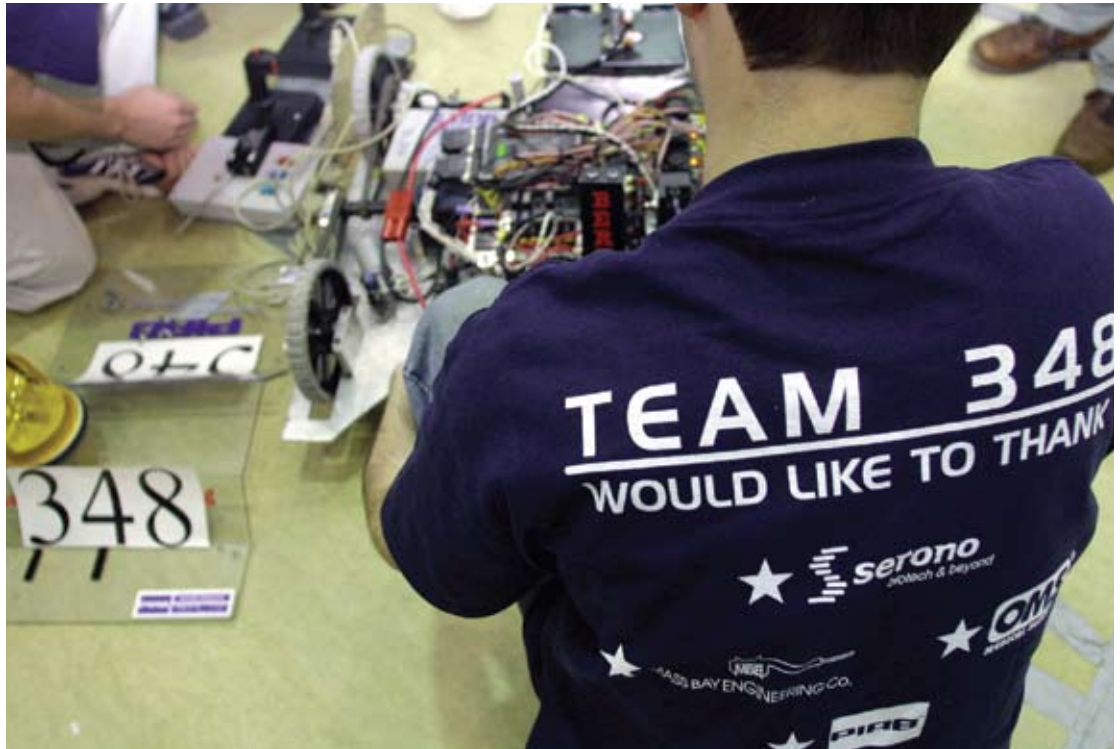
*"...this is the magic...generated by FIRST: the inspiring, unprecedented commitment from Xerox personnel, the intensity of intellectually stretching our students...and the positive social development of our young people so consistently promoted by Wilson teachers and their Xerox partners."*

**Suzanne Johnston**

Principal, Joseph C. Wilson Magnet High School, Rochester, NY

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## GET INVOLVED: CORPORATE SPONSORSHIP



### Become a Sponsor

- » Provide financial support
- » Involve employees as mentors and/or volunteers
- » Provide equipment and facilities
- » Offer scholarships
- » Provide internships
- » Enjoy recognition and hospitality benefits

### Mentor a Team

Engineers and other employees serve as advisors and role models, showing students how math, science and technology are used to solve problems in the real world. They employ and teach their own project management and idea creation skills, demonstrating teamwork, celebrating success and learning from failures.

### Volunteer at Events

FIRST events are great opportunities for widespread employee involvement and volunteerism.