



2010 FIRST® FRC Regional Sponsorship Opportunities

The 2010 FIRST® Robotics Competition (FRC) Regionals will take place beginning the week of March 1, 2010 and ending the week of March 29, 2010 with over 40 regionals taking place. Each event will include not only students, but also a large audience of parents, university and corporate mentors, and local leaders in business, government, education and the media.

The regional event will offer prominent visibility opportunities to recognize the support and generosity of its Sponsors:

Sole Event Sponsor:

These unique sponsorships are handled on a case-by-case basis

FRC Regional Title Sponsor: \$150,000

The benefits offered to the FRC Regional Title Sponsor include the following:

- ✓ Presented as an FRC Regional Title Sponsor at the FRC Kickoff event held on January 10th, 2010 in New Hampshire
- ✓ Recognized as FRC Regional Title Sponsor in all of the sponsored regional event promotional materials and whenever the sponsored event is mentioned
- ✓ Introduction and speaking opportunity at the FRC Regional VIP Luncheon if held at the sponsored event
- ✓ Introduction and speaking opportunity at Opening and Closing Ceremonies at the sponsored event
- ✓ Opportunity to have a 10'x 20' preferred placement exhibit at sponsored event
- ✓ Recognized as FRC Regional Title Sponsor with logo in all regional materials connected to the sponsored event
- ✓ Media interview opportunities at sponsored regional event whenever possible
- ✓ FRC Regional Title Sponsor recognition on signage at pre-event, off-site promotions and exhibits
- ✓ Mentioned as FRC Regional Title Sponsor by Master of Ceremonies throughout the sponsored regional event
- ✓ Recognized as FRC Regional Title Sponsor on the FIRST website, in the FIRST Annual Report and in the FRC sponsored Regional Program Books
- ✓ Passes to Regional VIP Event if held at the sponsored regional
- ✓ Preferred seating passes for the sponsored event
- ✓ Passes to the Regional VIP Hospitality Center
- ✓ VIP parking passes if applicable for the sponsored event
- ✓ Passes to VIP events at the 2010 FIRST Championship held at the Georgia Dome, Atlanta, GA, April 15th – April 17th 2010



FRC Regional Lead Sponsor: \$100,000 (Two Opportunities Available per Regional)

The benefits offered to the FRC Regional Lead Sponsor include the following:

- ✓ Recognized as an FRC Regional Lead Sponsor in all sponsored regional event promotional materials and whenever the sponsored event is mentioned
- ✓ Recognized as an FRC Regional Lead Sponsor of the sponsored event
- ✓ Introduction and speaking opportunity at Opening or Closing Ceremonies at the sponsored event
- ✓ Opportunity to have a 10'X 15' preferred placement exhibit space at the sponsored event
- ✓ Recognized as an FRC Regional Lead Sponsor with logo in all sponsored regional event materials
- ✓ FRC Regional Lead Sponsor recognition on signage at pre-event, off-site promotions and exhibits
- ✓ Recognition as an FRC Regional Lead Sponsor by Master of Ceremonies throughout the sponsored event
- ✓ Recognition as FRC Regional Lead Sponsor on the *FIRST* website, listed in the *FIRST* Annual Report, and recognized in the FRC sponsored Regional Program Book
- ✓ Passes to Regional VIP Event (if held at the sponsored regional)
- ✓ Preferred seating passes for the sponsored event
- ✓ Passes to the Regional VIP Hospitality Center
- ✓ VIP parking passes (if applicable for the sponsored event)
- ✓ Passes to VIP events at the 2010 *FIRST* Championship held at the Georgia Dome, Atlanta, GA, April 15th – April 17th, 2010

FRC Regional Co-Sponsor: \$75,000 (Two Opportunities Available per Regional)

The benefits offered to the FRC Regional Co-Sponsor include the following:

- ✓ Recognized as an FRC Regional Co-Sponsor in all regional event promotional materials and whenever the sponsored event is mentioned
- ✓ Recognized as the FRC Regional Co-Sponsor of the sponsored event
- ✓ Introduction and speaking opportunity at Opening or Closing Award Ceremonies at the sponsored event
- ✓ Opportunity to have a 10'X 15' preferred placement exhibit space at the sponsored event
- ✓ Recognized as an FRC Regional Co-Sponsor with logo in all sponsored regional event materials
- ✓ FRC Regional Co-Sponsor recognition on signage at pre-event, off-site promotions and exhibits
- ✓ Recognition as an FRC Regional Co-Sponsor by Master of Ceremonies throughout sponsored event
- ✓ Recognition as an FRC Regional Co-Sponsor on the *FIRST* website, listed in the *FIRST* Annual Report, and recognition in the sponsored FRC Regional Program Book
- ✓ Passes to Regional VIP Event (if held at the sponsored Regional)
- ✓ Preferred seating passes for the sponsored event
- ✓ Passes to the Regional VIP Hospitality Center
- ✓ VIP parking passes (if applicable for the sponsored event)
- ✓ Passes to VIP events at the 2010 *FIRST* Championship held at the Georgia Dome, Atlanta, GA, April 15th – April 17th, 2010



FRC Regional Leader in Technology Sponsor: \$25,000 (Four Opportunities Available per Regional)

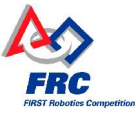
There are four high profile opportunities for sponsorship at the regional FRC events. They are the VIP Event, the Team Social, Venue Sponsor and the VIP Hospitality Center. Each of these opportunities will give the sponsor visibility to students and VIPs.

- ✓ Recognized as FRC Regional Leader in Technology Sponsor in all sponsored regional event promotional materials and whenever the sponsored event is mentioned
- ✓ Recognized as FRC Regional Leader in Technology Sponsor of sponsored event
- ✓ Opportunity to have a 10'x 10' preferred placement exhibit space at the sponsored event
- ✓ Recognized as FRC Regional Leader in Technology Sponsor with logo in all sponsored regional event materials
- ✓ FRC Regional Leader in Technology Sponsor recognition on signage at pre-event, off-site promotions and exhibits
- ✓ Recognition as FRC Regional Leader in Technology Sponsor by Master of Ceremonies throughout the sponsored event
- ✓ Recognition as FRC Regional Leader in Technology Sponsor on the *FIRST* website, listed in the *FIRST* Annual Report, and recognized in the sponsored *FIRST* Regional Program Book
- ✓ Passes to Regional VIP Event (if held at the sponsored regional)
- ✓ Preferred seating passes for the sponsored event
- ✓ Passes to the Regional VIP Hospitality Center
- ✓ VIP parking passes(if applicable for the sponsored event)
- ✓ Passes to VIP events at the 2010 *FIRST* Championship held at the Georgia Dome, Atlanta, GA, April 15th – April 17th, 2010

FRC Regional Captain of Innovation Sponsorship: \$10,000 (Six Opportunities Available per Regional)

There are six high profile opportunities for FRC Regional Captain of Innovation Sponsorship at the regional FRC events. They are Pit Sponsor, the Playing Field Sponsor, Opening or Closing Ceremony on Friday, and Opening or Closing Ceremony on Saturday. Each of these opportunities will give the sponsor visibility to students and VIPs.

- ✓ Recognized as FRC Regional Captain of Innovation Sponsor in all sponsored regional event promotional materials and whenever the sponsored event is mentioned
- ✓ Opportunity to have a 10'x 10' exhibit space at sponsored event
- ✓ Recognized as FRC Regional Captain of Innovation Sponsor with logo in all sponsored regional event materials
- ✓ FRC Regional Captain of Innovation Sponsor recognition on signage at pre-event, off-site promotions and exhibits
- ✓ Recognition as FRC Regional Captain of Innovation Sponsor by Master of Ceremonies throughout the sponsored event
- ✓ Listed in the *FIRST* Annual Report, and recognized in the FRC sponsored Regional Program Book
- ✓ Passes to Regional VIP Event (if held at the sponsored regional)
- ✓ Preferred seating passes for the sponsored event
- ✓ Passes to the Regional VIP Hospitality Center
- ✓ VIP parking passes (if applicable for the sponsored event)



FRC Regional Friend of the Future Sponsor: \$5,000 (Two Opportunities Available per Regional)

There are two high profile opportunities for the FRC Regional Friend of the Future Sponsorship at the regional FRC events. There are various volunteer activities (dependent upon event), and the Judges Room. Each of these opportunities will give the sponsor visibility to students and VIPs.

- ✓ Recognized as FRC Regional Friend of the Future Sponsor in all sponsored regional event promotional materials and whenever the sponsored event is mentioned
- ✓ FRC Regional Friend of the Future Sponsor placement on signage at pre-event, off-site promotions and exhibits
- ✓ Recognition as FRC Regional Friend of the Future Sponsor by Master of Ceremonies throughout the sponsored event
- ✓ Passes to Regional VIP Event (if held at the Sponsored Regional)
- ✓ Preferred seating passes for the sponsored event
- ✓ Passes to the Regional VIP Hospitality Center

FRC Regional Robot Booster: \$2,500 (Numerous Opportunities Available per Regional)

The benefits offered to the FRC Regional Robot Booster Sponsor include the following:

- ✓ Recognized as FRC Regional Robot Booster Sponsor in all sponsored regional event promotional materials and whenever the event is mentioned
- ✓ Recognition as FRC Regional Robot Booster Sponsor by Master of Ceremonies throughout the sponsored event
- ✓ Preferred seating passes for the sponsored event
- ✓ Passes to the Regional VIP Hospitality Center

FRC Regional Fan Sponsor: \$500 (Numerous Opportunities Available per Regional)

The benefits offered to the FRC Regional Fan Sponsor are the following:

- ✓ Listed as an FRC Regional Fan Sponsor in Regional Program Book
- ✓ Preferred seating passes for the sponsored event

NOTE: The IRS regulation states that the IRS will ignore any goods, services, or other benefits **FIRST** provides the sponsor (or persons designated by it), as long as the aggregate fair market value of such benefits does not exceed 2% of the sponsorship payment. In determining whether the 2% threshold was exceeded in any year, all insubstantial benefits must be considered.