



## 2011 FIRST® FRC Regional Sponsorship Opportunities

The 2011 FIRST® Robotics Competition (FRC) Regionals will take place beginning the week of February 28, 2011 and ending the week of April 4, 2011 with 45 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:

### FRC Regional Presenting Sponsor: \$150,000

The Regional Event will be called “The (state/location) Regional Event sponsored by (sponsor’s name)”.

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

- ✓ Presented as an FRC Regional Presenting Sponsor at the local FRC Kickoff event held on January 8<sup>th</sup>, 2011 broadcast from New Hampshire
- ✓ Recognized as FRC Regional Presenting 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 luncheon is held at the sponsored event)
- ✓ Introduction and speaking opportunity at Opening and Closing Ceremonies at the sponsored regional event
- ✓ Opportunity to have a 10’x 20’ preferred placement exhibit at sponsored event
- ✓ Recognized as FRC Regional Presenting Sponsor with logo in all regional materials connected to the sponsored event
- ✓ Media interview opportunities at sponsored regional event whenever possible
- ✓ FRC Regional Presenting Sponsor recognition on signage at pre-event, off-site promotions and exhibits
- ✓ Mentioned as FRC Regional Presenting Sponsor by Master of Ceremonies throughout the sponsored regional event
- ✓ One full page of recognition in front section of 2011 sponsored Regional Program Book (if available).
- ✓ Recognized on the FIRST website, in the 2011 FIRST Annual Report and in the FRC sponsored Regional Program Books (if available).
- ✓ 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 Regional Event
- ✓ VIP passes for 2011 Championship functions (access to Hospitality Center, preferred event seating, invitations to Friday Night Showcase Dinner)

### FRC Regional Lead Sponsor: \$100,000

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

- ✓ Recognized as an FRC Regional Lead Sponsor of the sponsored event
- ✓ Recognized as an FRC Regional Lead Sponsor in all sponsored regional event promotional materials and whenever the sponsored event is mentioned
- ✓ 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
- ✓ One full page of recognition in front section of 2011 sponsored Regional Program Book (if available).
- ✓ Recognition on the *FIRST* website, listed in the 2011 *FIRST* Annual Report, and recognized in the FRC sponsored Regional Program Book (if available)
- ✓ 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 regional event
- ✓ VIP passes for 2011 Championship functions (access to Hospitality Center, preferred event seating, invitations to Friday Night Showcase Dinner)

### FRC Regional Sponsor: \$75,000

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

- ✓ Recognized as an FRC Regional Sponsor in all sponsored regional event promotional materials and whenever the sponsored event is mentioned
- ✓ Recognized as the FRC Regional Sponsor of the sponsored regional event
- ✓ Introduction and speaking opportunity at Opening 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 Sponsor with logo in all sponsored regional event materials
- ✓ FRC Regional Sponsor recognition on signage at pre-event, off-site promotions and exhibits

- ✓ Recognition as an FRC Regional Sponsor by Master of Ceremonies throughout sponsored event
- ✓ One half page of recognition in 2011 sponsored Regional Program Book (if available).
- ✓ Recognition on the *FIRST* website, listed in the 2011 *FIRST* Annual Report, and recognition in the sponsored FRC Regional Program Book (if available)
- ✓ 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 Regional Event
- ✓ VIP passes for 2011 Championship functions (access to Hospitality Center, preferred event seating, invitations to Friday Night Showcase Dinner)

### FRC Regional Competition Sponsor: \$50,000

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

- ✓ Recognized as an FRC Regional Competition Sponsor in all sponsored regional event promotional materials and whenever the sponsored event is mentioned
- ✓ Recognized as the FRC Regional Competition Sponsor of the sponsored regional event
- ✓ Introduction opportunity at Opening or Closing Award Ceremonies at the sponsored event
- ✓ Opportunity to have a 10'X 10' preferred placement exhibit space at the sponsored event
- ✓ Recognized as an FRC Regional Competition Sponsor with logo in all sponsored regional event materials
- ✓ FRC Regional Competition Sponsor recognition on signage at pre-event, off-site promotions and exhibits
- ✓ Recognition as an FRC Regional Competition Sponsor by Master of Ceremonies throughout sponsored event
- ✓ Recognition on the *FIRST* website, listed in the 2011 *FIRST* Annual Report, and recognition in the sponsored FRC Regional Program Book (if available)
- ✓ 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 Regional Event

### FRC Regional Leader in Technology Sponsor: \$25,000

The benefits available for sponsoring at this level are:

- ✓ 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 6' x4' table 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 on the *FIRST* website, listed in the 2011 *FIRST* Annual Report, and recognized in the sponsored *FIRST* Regional Program Book (if available)
- ✓ 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 Captain of Innovation Sponsorship: \$10,000

The benefits available for sponsoring at this level are:

- ✓ 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 6'x 4' table 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
- ✓ Listed in the 2011 *FIRST* Annual Report, and recognized in the FRC sponsored Regional Program Book (if available)
- ✓ 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

The available benefits for sponsoring at this level are:

- ✓ 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
- ✓ 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

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
- ✓ Preferred seating passes for the sponsored event
- ✓ Passes to the Regional VIP Hospitality Center

### FRC Regional Fan Sponsor: \$500

The benefits available 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.