

Program Books

Overview

FIRST Headquarters supplies FRC Program Books for each event. The program books are a compilation of information provided by FIRST Headquarters and the Regional Planning Committee about the specific regional event. These program books are distributed to the teams, judges, and VIP's. A limited number will be available at the Pit Administration desk for walk-in visitors to the event

Content

The content of the program books provides a consistent format with regional specific information. This information is supplied by various members of FRC Staff, Marketing, the Team Information Management System (TIMS), from the Regional Planning Committees input and from Scholarship Development.

- ◆ Welcome Letter from Dean Kamen (inside front cover)
- ◆ Welcome Letter from Regional Planning Committee
- ◆ Description of Game and Field Drawing
- ◆ Local Regional Sponsor Listing
- ◆ *Local sponsor recognition pages*
- ◆ Description of Awards given at the Event
- ◆ Regional Judge Biographies (NTE 100 words)
- ◆ Team Spotlights/Profile
- ◆ Teams by State
- ◆ List of Available Scholarships for FRC participants
- ◆ How to Get Involved (Regional Specific)
- ◆ FRC Schedule
- ◆ Suppliers and Contributors to the Kit of Parts (inside back cover)
- ◆ Listing of FIRST Founding Sponsors and FRC Official Suppliers (back cover)

Responsibilities

The Program Book Coordinator on the Regional Planning Committee is responsible for coordinating all the regional input and submitting it to FIRST Headquarters by no later than the specified deadlines. Regional content consists of:

1. Regional Welcome Letter, generally written by the Regional Chairperson
2. Regional Sponsor Listing *and logos if applicable (sponsors of \$10K and above).*
 - *Sponsor logos must be supplied in the format shown under **Digital Submission Requirements below, no other formats will be accepted.***
3. Regional Judge Biographies (these need to be edited to be no longer than 100 words). FIRST HQ is not able to edit bios for all the judges at all the regional events.
4. How to Get Involved (this is a template, found at the end of this section).
5. *Sponsor recognition pages (full page recognition for 100K and above, ½ page recognition for \$75K and \$50K).*
 - *Sponsor recognition pages must be supplied in the format shown under **Digital Submission Requirements below, not other formats will be accepted.***

FIRST Headquarters will provide:

1. Dean Kamen Welcome Letter
2. Description of Game and Field Drawing
3. Description of Awards given at the Event
4. Team Spotlights/Profiles
5. Teams by State
6. List of available Scholarships for FRC participants
7. FRC Schedule
8. Suppliers and Contributors to the Kit of Parts
9. Listing of FIRST Founding Sponsors and FRC Official Suppliers

Digital Submission Requirements

Acceptable File Formats: Sponsor recognition pages may be submitted in .eps, .tif, .jpg, or press quality .pdf formats. Graphics and photos should be set at 300 dpi. ALL FONTS AND GRAPHICS MUST BE 100% EMBEDDED within the PDF. If saving as a JPEG use the highest quality option available. If saving as an EPS make sure all fonts are converted to paths (outlines). Program Books will be printed in black and white. If a color ad is submitted, it will be converted to grayscale.

Sponsor Recognition pages

Program book page trim size is 8.5"w x 11"h. For uniformity, live area for art should be .5" away from edge. (No bleed ads accepted.)

- *Actual Full Page Ad size is 7.5"w x 10"h.*
- *Half Page Horizontal Ad size is 7.5"w x 4.875"h.*
- *Half Page Vertical Ad size is 5"w x 7"h.*

Logos

Same digital requirements as for Sponsor Recognition pages above.

72 dpi graphics copied and pasted from Web sites will NOT be accepted!

All Digital files 10 MB or larger should be compressed using a compression program such as WinZip (PC) or Stuffit (Mac) before emailing as an attachment. The FIRST email server cannot accept files in excess of 10 MB.

Timelines

Timing is always an issue. Everyone always wants and needs more time. Teams want more time to get all their sponsors in TIMS, Regional Planning Committees want more time to ensure that all the sponsors get listed in the Program Books, and to recruit judges. FIRST tries to work with everyone to get the most accurate and up to date information available into the program books, however deadlines must be met.

Every effort will be made to accommodate reasonable regional requests for extensions *for most content* or changes to a specific piece of content, however, due to staffing limitations at FIRST Headquarters, all deadlines are firm. *Due to our need to lock down the layout and page counts of each book, the logos and recognition page deadlines are firm and will not be extended.*

The Program Book deadlines for current FRC season can be found on the FRC Regional Planning Calendar (RPG Section 17).

Program Book Quantities

Program book quantities are planned based on the following factors:

- 5 books per team (team count is based on event capacity)
- 25 books for the judges
- 275 books for the Pit and VIPs

An event with a fifty team capacity would receive 550 program books. Events requiring more than the planned capacity should notify their Regional Director (or if no Regional Director, FIRST Headquarters) by no later than the end of October. The maximum quantity that will be provided to any event will not exceed 1200 copies. *The maximum allocation for double field events with one program book will be 2000 copies.*

Note: Program books are printed in English. If the native language of the Regional Event is something other than English, FIRST will send the Regional Planning Committee Program Book Coordinator the formatted FIRST HQ pages and the templates for printing and the Regional Planning Committee will make arrangements to have a local graphic designer and printer create the program books.



[Template]

How to Get Involved with the FIRST Robotics Competition

Check out the FIRST website (www.usfirst.org), and decide how much time you have to give. Then sign up! We look forward to having you with us.

If you are interested in starting a FIRST Robotics Competition team...

Learn everything you can about FIRST and the FIRST Robotics Competition before committing to forming a team. Find a local team or two, talk to them, and follow their progress through a season. Attend at least one regional competition (like the **name of your regional event**) to gauge the impact of the competition for yourself. Plan to meet with the team leaders and students, speak with their sponsors, and see robots first-hand.

Once you're ready to start an FRC team at your school, start developing partnerships that will supply your team with mentors and sponsors. Local manufacturing and technology companies are ideal sources of mentors and sponsors, as are local technical schools, colleges, and universities. Many local chapters of professional science and engineering organizations support FIRST through volunteer help from their engineers, scientists, and technologists. If you are unsure where to start, please contact **name, company, phone and e-mail**.

If you are interested in becoming a Team or Regional Event Sponsor...

Companies can support FIRST in a variety of ways, including:

- Providing financial support
- Involving employees as mentors or volunteers
- Providing equipment and facilities
- Offering scholarships
- Providing internships

Please contact **name, phone and e-mail** to request more information or to set up a presentation to your company.

If you are interested in mentoring a team...

If you are interested in becoming a FIRST mentor, talk with the FIRST Regional Director close to you and request information on mentors in your area. Local mentors are likely to know about new teams forming in the area. Rookie teams especially benefit from strong professional mentoring. For more information about mentoring opportunities, please visit the FIRST website at www.usfirst.org.

If you are interested in volunteering...

Each FIRST Robotics Competition event depends on a large number of volunteers with a broad spectrum of talents to support operating needs and competition demands. Besides volunteer opportunities during the competition event, the Regional Planning Committee is seeking volunteers to help the committee make each year's event better. Volunteers can:

- Be a mentor or coach
- Organize and event or program
- Help out at a competition

If you would like to volunteer to help at an event, visit the FIRST website at www.usfirst.org. If you would like to participate in the Regional Planning Committee, please contact **name, phone and e-mail**.

If you are interested in making a donation...

If you would like to make a donation to FIRST, please note this important information:

FIRST is a 501 (C)(3) Public Charity

Funds received will be used to support FIRST programs

Donations to FIRST are tax deductible to the extent provided by current IRS tax laws and regulations.

FIRST's Federal Tax ID (FEIN) is #22-2990908

You can specify that you would like your donation to help the teams and regional event at **your regional name**.

Thank you for your generosity!

**[Sample Welcome Letter]****Welcome to the 5th Annual FIRST Robotics Competition
BAE Systems/Granite State Regional**

BAE Systems welcomes you – whether you are a student, coach, mentor or guest – to the 5th annual Granite State Regional *FIRST* (For Inspiration and Recognition of Science and Technology) Robotics Competition.

We are as intrigued as you are by the design and performance of every team robot you will see today on the playing field. The diversity in design and collaborative behavior exhibited in each robot team serves as a reminder that students must learn the skills to contribute in a world that embraces continuous change. BAE Systems supports *FIRST* because it provides the learning environment within which students engage those challenges, seek solutions, and drive them to reality.

FIRST represents a partnership of teachers, administrators, parents, and volunteers. Their combined efforts help to give the world its future engineers, scientists, technicians, inventors, and business people. For your contribution of those countless hours, enduring patience and ever-solid advice, we thank you!

We salute all the students who will participate in this exciting event. Undoubtedly, you are juggling many important activities in order to be part of the 2007 *FIRST* Robotics Competition. Please accept our sincere wish for each of you to have great success – whether you place in this competition or not. You are the future of our great nation!

Again, welcome to Manchester. The competition you are about to witness is the most energizing technology event for high school students in the world. And BAE Systems promises to make the two-day event so much fun you'll want to always be part of *FIRST*!

Aaron Penkacik
Granite State Regional Co-Chairman

Sue Peckham
Granite State Regional Co-Chairman

[Sample Judge Bios]**Bruce Eteson**

Mr. Eteson is the Chief Technology Officer at BAE Systems Network Enabled Solutions, which develops electronic, electromechanical, optical, photonic, and software technologies for rugged mobile systems. He has electrical engineering degrees from Worcester Polytechnic Institute and has developed complex multifunctional systems throughout his career.

Eugene J. Huang

Eugene Huang is currently a White House Fellow in the United States Department of the Treasury. Previously, Eugene served as the Secretary of Technology for the Commonwealth of Virginia under Governor Mark R. Warner, where he was the youngest cabinet member ever in Virginia's history when he was appointed at the age of twenty-eight.

Brenda Jones

Brenda Jones is a graduate of Tennessee State University with a bachelor's degree in mechanical engineering. She later matriculated to Wayne State University and received her master's degree in industrial engineering. She is currently a Dimensional Validation Engineer at General Motors.

Kathryn C. Thornton

Kathryn Thornton is a professor and Associate Dean at the University of VA School of Engineering and Applied Science. Prior to joining the faculty of the University, she was an astronaut and veteran of four space flights including the first Hubble Space Telescope Service Mission. She has logged over 975 hours in space, including 21 hours spacewalking.

