



## FIRST® Robotics Competition (FRC)

### Event Sponsor Opportunities

# Greater Kansas City Regional FIRST® Robotics Competition (FRC)

Hale Arena, Kansas City, Mo., March 1 - 3, 2012

*The varsity sport for the mind*, the FIRST® Robotics Competition (FRC) combines the excitement of sport with the rigors of science and technology. Teams of 25 students or more are challenged to raise funds, design a team "brand," hone teamwork skills, and build and program robots to perform prescribed tasks against a field of competitors. The Greater Kansas City Regional is the celebration of weeks of hard work and fun by 64 high school teams who will demonstrate the results of teamwork, design, and creativity.

The Greater Kansas City Regional FIRST® Robotics Competition (FRC) event will offer prominent visibility opportunities to recognize the support and generosity of its Sponsors. The three-day event will include students and large audiences of parents, university and corporate mentors, as well as local leaders in business, government, education, and the media.

#### **\$15,000 Regional Leader of Technology Sponsor**

- Recognized as a lead sponsor of the event through exhibits, displays and signage in key event locations
- Acknowledgement as a sponsor in press releases and all event marketing materials and website
- Volunteer opportunities for your employees
- Behind-the-scenes access and personal student-led tours to the competition areas and invitation to VIP donor reception
- Recognition on the FIRST website, listed in the 2012 FIRST Annual Report and FIRST Regional Program Book
- Preferred seating passes for the sponsored event
- VIP parking passes during the event

#### **\$10,000 Regional Leader of Innovation Sponsor**

- Opportunity to have a 6' x 4' exhibit in the sponsor area and display a full size banner in the competition area
- Acknowledgement as a sponsor in press releases and all event marketing materials and website
- Volunteer opportunities for your employees
- Behind-the-scenes access and personal student-led tours to the competition areas and invitation to VIP donor reception
- Recognition on the FIRST website, listed in the 2012 FIRST Annual Report and FIRST Regional Program Book
- VIP parking passes during the event

#### **\$5,000 Regional Friend of the Future Sponsor**

- Opportunity to have a banner in the "Pit Area" where the students work on their robots
- Acknowledgement as a sponsor in press releases and all event marketing materials and website
- Volunteer opportunities for your employees
- Behind-the-scenes access and personal student-led tours to the competition areas and invitation to VIP donor reception
- Recognition on the FIRST website, listed in the 2012 FIRST Annual Report and FIRST Regional Program Book

#### **\$2,500 Regional Robot Booster Sponsor**

- Volunteer opportunities for your employees
- Acknowledgement as a sponsor in press releases and all event marketing materials and website
- Passes to the Regional VIP Hospitality Center during the competition

#### **\$1,000 Regional Fan Sponsor**

- Volunteer opportunities for your employees
- Acknowledgement as a sponsor in press releases and all event marketing materials and website



*The KC STEM Alliance partners with organizations that share the vision of creation a robust and sustainable STEM workforce. Please make sponsorships payable to KC STEM Alliance, Attention: Chris Hrabe, UMKC Flarshem Hall, 560B, 5110 Rockhill Road, Kansas City, MO, 64110.*



## Joining Forces

The world is rapidly changing and programs in Science, Technology, Engineering and Math (STEM) are changing too, offering students unique and unparalleled educational experiences. Programs like PLTW and FIRST challenge students to expand their learning through better curricular and extra-curricular activities. These programs can greatly enhance a student's ability to master other school subjects and provide students with the foundation to pursue college and challenging career opportunities.

The KC STEM Alliance is pleased to partner with affiliate organizations, like PLTW and FIRST, who are making a significant difference in the Kansas City STEM community and laying the foundation for student success. These partnerships benefit students and organizations by connecting resources, sharing information and streamlining communications.

### Current Affiliate Partners:

#### Project Lead the Way® (PLTW)

PLTW is the nation's leading provider of rigorous STEM education for middle and high school students. PLTW's comprehensive curriculum emphasizes critical thinking, creativity, innovation and real-world problem solving. The hands-on, project-based program engages students on multiple levels, exposes them to areas of study like engineering technology, civil engineering and bio-medical science, and provides them with a foundation for college and career success in STEM related fields. To learn more, please visit [pltw.org](http://pltw.org).



#### FIRST®

US FIRST is a national program that partners locally with companies and schools to create challenging after school activities that give students ages 9-18 an exciting platform for discovering career opportunities in STEM. The robotics-based competitions including FIRST Robotics Competition, FIRST Lego League and FIRST Tech Challenge offer the technology leaders of tomorrow a chance to show off their skills, imagination and gracious professionalism. To learn more, please visit [usfirst.org](http://usfirst.org).



More than 12,000 students are served by programs like PLTW and FIRST across the metropolitan area.

For more information or to get a list of participating schools, visit: [kcstem.org/affiliates](http://kcstem.org/affiliates)

## KC



## Alliance

Building the foundation for innovation

### How it works:

The KC STEM Alliance connects affiliate STEM organizations, area schools, and STEM professionals. This system streamlines the efforts of our affiliate STEM partners and provides them with greater access to area educators and industry support.

