[TEAM LOGO]

# [TEAM NAME]

***FIRST***® Robotics Competition Team #[0000] · [City, State]

*[One-line tagline: e.g., "Students building robots, skills and careers in [County]."]*

**[Hook sentence, 25 words or fewer: what students do and why it matters to the reader. e.g., "In about eight weeks our students design, machine, wire and program a full-size competition robot, then compete against teams from across the state."]**

| [00] | [00] | [000+] | [20XX] |
|---|---|---|---|
| students, grades 9–12 | volunteer mentors | younger students reached yearly | year founded |

## WHO WE ARE

[2–3 sentences: school or community team, who can join, where you build, how long you've competed. Keep it evergreen.]

## WHAT STUDENTS LEARN

- Mechanical design and CAD ([software, e.g., Onshape])
- Machining and fabrication ([your tools])
- Electrical systems and wiring
- Programming, sensors and autonomous control ([language])
- Business, marketing, outreach and public speaking

## OUR IMPACT

- [Awards: e.g., 20XX Event Winner; Rising All-Star Award]
- [Outcomes in raw counts: e.g., 8 of 10 seniors entered STEM programs]
- [Outreach: e.g., STEM nights at 6 elementary and middle schools]
- [Team support: e.g., mentored a rookie team; hosted a district event]

[TEAM PHOTO: students working on the robot]

## SEASON AT A GLANCE

**Jan** Kickoff: new game revealed
**Jan–Feb** Design and build
**Mar** District events: [names]
**Apr** State Championship
**Apr/May** FIRST Championship (if qualified)
**Year-round** Outreach, training, off-season events

## WHERE SUPPORT GOES

**Annual budget: [$00,000]**

[Robot parts & materials ~xx% · Competition fees ~xx% · Build space & tools ~xx% · Outreach ~xx%]

## WAYS TO SUPPORT

| Level | Amount | Recognition |
|---|---|---|
| [Platinum] | **[$5,000+]** | Logo on robot, shirts and pit banner; website; social shout-outs; shop visit |
| [Gold] | **[$2,500]** | Logo on shirts and pit banner; website; social shout-outs |
| [Silver] | **[$1,000]** | Name on shirts; website; social shout-out |
| [Bronze] | **[$500]** | Name on website; thank-you social post |

**Also welcome:** mentors in [machining, CAD, controls, business] · in-kind materials and machining · shop tours for students · employee matching gifts and volunteer grants (we're on [Benevity])

**LET'S TALK**
**[Name], [Role]**
[email@team.org] · [phone]

**FIND US**
[website.org]
[Instagram / Facebook / LinkedIn handles]

**[QR: donate or learn more]**

*[Legal name] is a 501(c)(3) nonprofit organization, EIN [00-0000000]. Contributions are tax-deductible to the extent allowed by law. [Or, for a school-run team: Gifts are made to [School] for the benefit of the team.]*

# [Team Name] Robotics: Sponsor One-Pager Template

November 13, 2026

**A GEARCATS RESOURCE FOR FIRST TEAMS** · Prepared by the GearCats, FIRST Robotics Competition Team #6500, Raleigh, NC · millbrookrobotics.com

*How to use this guide:* page 1 is your one-pager. Replace every [bracketed] item, then delete these instruction pages before you send or print it. Our companion guides cover the rest: *A Fundraising Guide for FRC Teams*, *Steps to 501(c)(3) Status*, *NC Tax Exemption and Sales-Tax Refunds*, and *Registering on Benevity*.

## BOTTOM LINE

**A one-pager has one job: earn the next conversation.** It goes out attached to an email, sits on the table in a meeting, or stays behind afterward. In under a minute it should tell the reader who you are, what students gain, what a season really costs, and exactly what you're asking for.

**Delete these pages before sending.** Only page 1 goes to sponsors.

## FILL IT IN

- Replace every [bracketed] item. Search for "[" to find any you missed.
- Logo: click the dashed box, delete the text, and insert your logo (Insert > Pictures). Keep it about 1.2 in wide.
- Photo: one strong action photo of students working, not a posed group shot. Get a media release for every identifiable student.
- Colors: the template uses teal (#1E6E63) and near-black. To use your team colors, change the heading text color and the shaded cells (Table Design > Shading).
- Use real numbers, and label them to a season. Raw counts (e.g. "8 of 10 seniors") are more credible than percentages from small groups.
- Show the true cost per student next to the student fee, e.g. "A season costs $2,000 per student; families pay $400." That gap is your case.
- Keep it to one page. If something must go, cut words before cutting white space.

## TAILOR IT TO THE READER

- **Company sponsor:** keep the sponsorship-level table and lead with what employees and the brand get.
- **Foundation or grant:** replace the level table with a short "How a gift helps" list (e.g. "$500 covers one student's season"). Charitable gifts shouldn't come with logo benefits.
- **Matched or employee-giving gifts (Benevity and similar):** leave out logo tiers; thank donors as supporters.
- **Mentor recruiting:** move "What students learn" up and name the exact skills you need.
- **Legislator or official:** drop the money ask; add how many students come from their district and one sentence on state robotics funding.

## SEND IT WELL

- **Email:** export to PDF (File > Save As > PDF), name it "[TeamName]_[Number]_Overview.pdf", and put the one clear ask in the email itself.

- **In person:** print in color on heavier paper (cardstock or 32 lb). Bring it to the meeting rather than mailing it beforehand.
- **Leave-behind:** hand it over at the end with a business card, and follow up within 48 hours.
- **Every season:** update results, roster, budget, dates and the photo.

## LESSONS LEARNED FROM THE GEARCATS

1. **Lead with access.** Funders respond to the gap between what a season costs per student and what a family pays. Put it near the top.
2. **Make one ask.** A named tier, a mentor in a named skill, or a student tour. A sheet that asks for everything gets nothing.
3. **Keep matched gifts off the tier ladder.** Employee-matched and Benevity-routed gifts get thanks, never logo placement. Promising a logo can void the match.
4. **Call yourselves STEM education, not a sports team.** Corporate screens often exclude athletics.
5. **Keep one set of numbers.** When the budget, fee or roster changes, update the one-pager, sponsor packet and grant answers the same week.

## CHECKLIST

- ☐ Every [bracketed] item replaced; logo and action photo inserted
- ☐ Numbers current and labeled to a season; cost per student and fee shown
- ☐ One clear ask, tailored to this reader
- ☐ Tier table removed for foundations and matched gifts
- ☐ Legal line correct: 501(c)(3) name and EIN, or the school-gift wording
- ☐ Instruction pages deleted; saved as PDF with a clear file name

## ABOUT THE GEARCATS

The GearCats are FIRST Robotics Competition Team #6500, a community team based in Raleigh, NC, founded in 2016. We share what we've learned so more students can build robots. Questions about this template? Reach us through millbrookrobotics.com.