

The First Robotics Competition (FRC) is a competition organized to enhance robotics and engineering skills. The FRC sponsorship system typically involves companies or organizations providing financial or material support to FRC teams. Sponsorship is often used to cover the team's competition fees, material acquisition, travel expenses, and other related costs.

The process of finding sponsors for your FRC team can take place in several steps. Here are some recommendations for identifying potential sponsors and establishing communication with them:

- Focus on local companies, as they are often willing to support their communities.
- Identify companies in relevant sectors, such as engineering firms, technology companies, or businesses in the automotive industry.
- Visit company websites to identify potential sponsors, especially those that emphasize social responsibility projects or support for youth education.
- Reach out to individuals responsible for sponsorship or community relations within companies, typically found on company websites or social media accounts.
- Prepare a professional presentation providing information about your team's mission, past achievements, and future goals to present to potential sponsors.
- Highlight your team's distinctive features and explain how sponsors can contribute.
- Establish connections with local business communities by participating in trade chambers, community associations, and similar organizations.
- Target both large corporations and smaller businesses, as the latter may be more open to supporting with smaller budgets.
- Remember that sponsorship relationships should focus on creating a mutual win-win situation. It's important to emphasize the benefits your team offers and understand how potential sponsors can contribute to their business goals.

Preparing an FRC sponsorship file is crucial for attracting potential sponsors, conveying your team's needs clearly, and providing information about your team. Here are the fundamental steps to prepare an FRC sponsorship file:

- Design your file professionally, ensuring it is clean, organized, and visually appealing.
- Include your team's logo, name, and an attractive title on the cover page.
- Add a brief summary section outlining your team's goals, achievements, and future plans.
- Include a section detailing your team's history, past achievements, competition participations, and student involvement.
- Describe your robot's design and construction process in detail, highlighting the technologies used and engineering principles.
- Specify different sponsorship levels, clearly articulating the advantages and mutual benefits of each level.
- Include numerical data such as your team's performance in previous years, competition achievements, and success stories of student members post-graduation.
- Emphasize your team's contributions to the local community and STEM education, providing information about events, educational programs, or community projects.

- Incorporate a section covering your team's social media accounts, press coverage, interviews, and other media coverage.
- Outline your team's financial needs and how sponsorship support will be utilized, including a budget table.
- Include contact information for team leaders and communication coordinators at the end of the file.
- Support your file with engaging visuals, infographics, and graphics to help sponsors quickly grasp the information.
- Express gratitude to previous sponsors and provide references to enhance credibility.
- Utilize the prepared file during sponsorship applications or face-to-face meetings with potential sponsors to make a compelling case. A well-crafted sponsorship file can help attract sponsors by highlighting your team's professionalism and dedication to activities.