

SPONSORSHIP PROGRAM



CENTURY CENTER, SOUTH BEND, INDIANA, UNITED STATES

The Event

GEARS is proud to present the second annual *FIRST* Tech Challenge Michiana Premier Event at the Century Center in South Bend, Indiana. The inaugural event was a high-energy competition with some of the top teams from around the world.

This year is shaping up to be even better for 96 teams to capstone their DECODE season. The current team list represents 28 of the United States and 7 other countries. This cross-cultural event provides opportunities for the student members to learn more about like-minded peers from other communities.

The multi-day event gives participants ample competition experiences as well as allocated time for visiting Michiana. Teams will arrive on Thursday, June 18 to set up their pit area and participate in an Olympic-style Opening Ceremony. This unique Ceremony, that includes custom team flags for the participants, National Anthems for each country represented and guest speakers from around South Bend, will welcome these amazing participants to the area. Competition starts on Friday with judging sessions and the first several robot rounds. On Saturday, teams will finish judging and their remaining qualifying robot rounds and pair off during the alliance selections. Sunday will be filled with robot finals and an integrated Awards Ceremony.

The Host

GEARS was founded in 2015 as a community facility for like-minded students to collaborate on the designing, building, and programming of robots with a competitive spirit found in youth sports. GEARS offers age-appropriate programs for students in 4th-12th grade. These programs are created by the international organization, *FIRST*.

GEARS also host several events throughout Northern Indiana each year and sends volunteers to events across the United States to help students have amazing competition experiences.

GEARS is a 501(c)3 non-profit without any employees. All coaches, judges, referees and Board Members volunteer their time to provide educational opportunities for all youth. The Michiana Premier Event is also ran by volunteers to help keep expenses down and allow for donated funds to directly impact the participants.

Sponsorship

The *FIRST* Core Values are fundamental to *FIRST* and unique to its programs. They emphasize friendly sportsmanship, respect for others' contributions, teamwork, learning, and community involvement and are part of our commitment to fostering, cultivating, and preserving a culture of unity.

GEARS, a member of *FIRST*, has adopted these Core Values as a teaching foundation for their youth robotics programs. 100% of the sponsorship funds are used to help the development of the school-aged participants. The Michiana Premier Event is organized and executed completely by volunteers who believe in these Core Values and the enrichment that they provide. Our donation tiers reinforce these *FIRST* Core Values.

***FIRST* Core Values**

Impact - We apply what we learn to improve our world.

Innovation - We use creativity and persistence to solve problems.

Discovery - We explore new skills and ideas.

Inclusion - We respect each other and embrace our differences.

Teamwork - We are stronger when we work together.

Fun - We enjoy and celebrate what we do!



Impact Sponsor - \$10,000

Impact Sponsor - \$10,000 (limited to the first two only)

- Division Naming
 - Guest Speaker opportunity during Opening Ceremonies (5 minutes)
 - Corporate name on Division Trophies and Medals
 - Corporate name printed on over 1,000 personal credentials
 - Corporate name on a 16' banner under the projection screen
 - Corporate name on a 12' entrance banner on the side of the bleachers
 - Corporate name mentioned in all press releases
- Opportunity to host an information table during the College and Careers Fair on Friday
- Webcasting and Streaming (distributed on YouTube and Twitch)
 - Logo on live feed
 - 60-second video spot (provided by the sponsor) shown multiple times on the live feed
- Brochure distribution on the Event Information Table
- Recognition in the Commemorative Printed Program:
 - Welcoming letter that includes why supporting youth robotics is important to your organization
 - Full page advertisement
- Prominent logo placement on Competition Entry Towers
- Prominent logo placement on Volunteer T-Shirts
- Prominent logo placement on signage throughout the venue
- Virtual Recognition
 - Logo featured on the www.GEARS.ORG.IN website, Michiana Premier Event page, with link to the sponsor's website
 - Featured on the Michiana Premier Event Facebook Page with link to Corporate page



Innovation Sponsor - \$5,000



- Opportunity to host an information table during the College and Careers Faire on Friday
- Webcasting and Streaming (distributed on YouTube and Twitch)
 - Logo on Live Feed
 - 30 second video spot shown multiple times on the live feed
- Brochure distribution on the Event Information Table
- Recognition in the Commemorative Printed Program:
 - Half-page advertisement
- Logo on Competition Entry Towers
- Logo on Volunteer T-Shirts
- Logo on signage throughout the venue
- Virtual Recognition
 - Logo featured on the www.GEARS.ORG.IN website, Michiana Premier Event page, with link to the sponsor's website
- Featured on the Michiana Premier Event Facebook Page with link to Corporate page

Discover Sponsor - \$1,000

- Opportunity to host an information table during the College and Careers Faire on Friday
- Webcasting and Streaming (distributed on YouTube and Twitch)
 - Logo on Live Feed
- Brochure distribution on the Event Information Table
- Recognition in the Commemorative Printed Program:
 - 1/4-page advertisement
- Logo on Competition Entry Towers
- Logo on Volunteer T-Shirts
- Logo on signage throughout the venue
- Virtual Recognition
 - Logo featured on the www.GEARS.ORG.IN website, Michiana Premier Event page, with link to the sponsor's website
 - Featured on the Michiana Premier Event Facebook Page with link to Corporate page

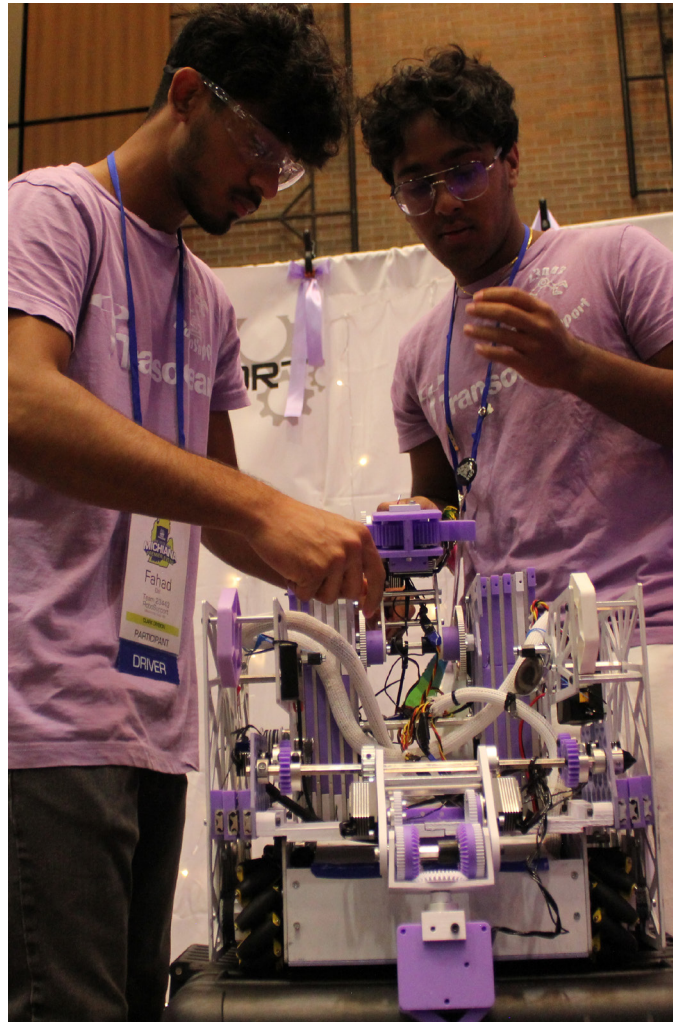


Inclusion Sponsor - \$500

- Webcasting and Streaming (distributed on YouTube and Twitch)
 - Logo on Live Feed
- Brochure distribution on the Event Information Table
- Recognition in the Commemorative Printed Program:
 - 1/8-page advertisement
- Logo on Competition Entry Towers
- Logo on Volunteer T-Shirts
- Logo on signage throughout the venue
- Virtual Recognition
 - Logo featured on the www.GEARS.ORG.IN website, Michiana Premier Event page, with link to the sponsor's website
 - Featured on the Michiana Premier Event Facebook Page with link to Corporate page

Teamwork Sponsor - In-kind

- Webcasting and Streaming (distributed on YouTube and Twitch)
 - Logo on Live Feed
- Brochure distribution on the Event Information Table
- Recognition in the Commemorative Printed Program:
 - Corporate Name Listed
- Logo on Competition Entry Towers
- Logo on Volunteer T-Shirts
- Logo on signage throughout the venue
- Virtual Recognition
 - Logo featured on the www.GEARS.ORG. IN website, Michiana Premier Event page, with link to the sponsor's website
 - Featured on the Michiana Premier Event Facebook Page with link to Corporate page



Fun Sponsor - Associations

- Brochure distribution on the Event Information Table
- Virtual Recognition
 - Logo featured on the www.GEARS.ORG. IN website, Michiana Premier Event page, with link to the sponsor's website
 - Featured on the Michiana Premier Event Facebook Page with link to Corporate page



Conclusion

Thank you for considering becoming a sponsor of the Michiana Premier Event. We couldn't provide this amazing opportunity for the teams without our volunteers and your sponsorship.

Sponsorship information can be found on the GEARS website under the Michiana Premier Event tab. www.gears.org.in or you can email info@gears.org.in.

