



2012 *FIRST* Robotics Competition South Florida Regional

We invite you to join the 2012 *FIRST* Robotics Competition South Florida Regional, **March 29-31 at the Boca Raton campus of Florida Atlantic University** as a sponsor. Your participation will position your company as the lead supporter of a remarkable event that encourages and empowers high school students across Florida and North America to become tomorrow's innovators. This regional event attracts over 2,000 participants and spectators and ensures our nation's future science, engineering and technology workforce.

\$150,000 Title Sponsor	\$75,000 Co-Sponsor
Marketing Benefits listed at \$75,000 level plus: <ul style="list-style-type: none"> ✓ Keynote speaking opportunities opening and closing ceremonies ✓ VIP Event Sponsorship/Speaking opportunity ✓ 20' x 20' preferred placement exhibit ✓ Media Interview Opportunities ✓ Presented as Title Sponsor at the National Kick off televised event in January ✓ Recognized as Title Sponsor on <i>FIRST</i> website, Annual Report and 50+ Regional Program books 	Marketing Benefits listed at \$25,000 plus: <ul style="list-style-type: none"> ✓ Introduction and speaking opportunities opening and closing ceremonies ✓ 10' x 15' Preferred Placement Exhibit at event ✓ VIP Passes to the <i>FIRST</i> World Championship in St. Louis April 29 & 30
\$25,000 Leaders in Technology	\$10,000 Captains of Innovation
Marketing Benefits listed at \$10,000 level plus: <ul style="list-style-type: none"> ✓ High profile opportunities to sponsor: <ul style="list-style-type: none"> ○ Team Pit Area ○ Team Social 	Marketing Benefits listed at \$5,000 level plus: <ul style="list-style-type: none"> ✓ 10'x10' preferred placement exhibit space at event ✓ Recognition of sponsors by Master of Ceremonies throughout event
\$5,000 Friends of the Future	\$2,500 Robot Boosters
Marketing Benefits listed at \$2,500 level plus: <ul style="list-style-type: none"> ✓ Sponsor placement on signage at pre-event, off-site promotions and exhibits 	Marketing Benefits listed below plus: <ul style="list-style-type: none"> ✓ Listed in the <i>FIRST</i> Annual Report; recognition in the <i>FIRST</i> Regional Program

Marketing Benefits:

Recognized as named sponsor in all regional event promotions including:

- VIP 2 day pass to VIP seating area
- VIP Invitations
- General Invitations
- Programs
- Website
- Event Signs
- Electronic Banners throughout 3 day competition
- Invitation to VIP Event March 30th, 2012 9:00 a.m.

For information regarding event sponsorship,
please contact:
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