

- What is it?
- Why do we do it?
- Does it really help?

# Patron Drive 2011

October 4<sup>th</sup>-December

# What is it?

- ⦿ Biggest Fundraiser
- ⦿ Sponsor involvement
- ⦿ Primary trip payer



# Our Goal

- ◎ \$25,000 yearly
- ◎ \$15,000 – Patron Drive
- ◎ Community Involvement



# Your Achievement

- ⦿ Returning Students
  - \$500 or 10 businesses
- ⦿ New Students
  - \$250 or 5 businesses
- ⦿ “Everyone helps everyone”
  - You will be responsible for any balance!



How it works

# Start with Selection

- ⦿ Pick “x” amount of businesses to visit with Mrs. Mlodzienski
- ⦿ Plan to set up a date, or schedule an appointment
- ⦿ Have your materials
- ⦿ Returning Students have “dibs” on past Patrons

# The materials

- ◎ Single Folder
  - Team Brochures
  - Team letter (sign it)
  - Sample Patron Book
  - Sponsorship form
  - Invitational ballots to Ruckus & Finger Lakes Regional



# Speaking – Where do I start?

- Start with an introduction and FIRM handshake!
- Tell them you're with Penfield Robotics
- Talk about FIRST and what we do
- Propose Sponsorship options
- Ask if they have any Qs





# Their Benefit | Our Benefit

- ⦿ Depending on donation value, representation will be placed:
  - In our book ( $\frac{1}{4}$  page,  $\frac{1}{2}$  page, whole page)
  - Back of our T-shirt
  - On the Robot (with chances of live broadcast)
  - Website
- ⦿ **Show them the book, you have it!**
  - Patron books are distributed to all Sponsors and placed in offices for public to see!

# Values

- \$5000-- Team sponsor and are a part of team name (Harris Corporation & Penfield High School)

## Sample Patron Book Page

\$100: 1 Full Page

\$200: Name on T-shirt  
And 1 Full Page

\$500: Name on Robot  
Name on T-shirt  
And 1 Full Page

\$5,000 and up:  
Full Team Sponsor  
(Name in Team Name)  
Name on Robot  
Name on T-shirt  
And 1 Full Page

*All Patrons* will be displayed on our  
webpage: [www.penfieldrobotics.com](http://www.penfieldrobotics.com)

$\frac{1}{4}$  Page \$25

1 Line \$10 -----

$\frac{1}{2}$  Page \$50



**\*\*\*NEVER suggest the highest donation first!\*\*\***

# Donations vs. Cash

- ⦿ Sometimes they don't want to give money!
  - Certificates, gift cards
  - Food/manufacturing services
  - Facilities
- ⦿ Suggest that Employees can join the team!



# Sponsorship Form

## PATRON - SPONSORSHIP FORM

FIRST<sup>®</sup>

(Directions to Student: Assist in completing form, Leave top half with Sponsor, Keep bottom half for Team Records)

### Dear Business Owner or Patron:

Thank you for your support of the FIRST<sup>™</sup> Robotics Team at Penfield High School, in conjunction with the RF Communications Division of Harris Corporation. We sincerely appreciate your support.

**Receipt for Solicitation:** You have agreed to support our team in the FIRST<sup>™</sup> Robotics Competition at the following level:

- |   |          |  |
|---|----------|--|
| <input type="checkbox"/> Named Sponsor (added to team name)       | \$5000+  | Contribution Amount: _____   |
| <input type="checkbox"/> Eagle (ad and name on robot and t-shirt) | \$500    | Amount collected today: _____  |
| <input type="checkbox"/> Hawk (ad and name on team shirts)        | \$200    | <input type="checkbox"/> Ad was provided today   |
| <input type="checkbox"/> Owl (full-page patron ad)                | \$100    | <input type="checkbox"/> Ad to be e-mailed: <a href="mailto:patrondrive@penfieldrobotics.com">patrondrive@penfieldrobotics.com</a> |
| <input type="checkbox"/> Seagull (1/2 page ad)                    | \$50     | <input type="checkbox"/> Balance/ Ad to be picked-up on or before: _____   |
| <input type="checkbox"/> Sparrow (1/4 page ad)                    | \$25     | <input type="checkbox"/> Balance/ Ad Mailed in to Terri Montemalo, 23<br>Pennicott Circle, Penfield, NY 14526                      |
| <input type="checkbox"/> Other                                    | \$ _____ |  |

**Make Checks Out To:** Penfield High School Robotics Team

In appreciation of this financial commitment, we will be publishing a Patron Ad in the Rochester area including your place of business, and placing your name

You will receive a formal acknowledgement of your contribution within four weeks. This form serves as a receipt for your participation today.

\*Please attach a copy of the ad you would like placed in the patron book, email to our address above.

Date: \_\_\_\_\_ Student Contact: \_\_\_\_\_

-----TEAR OFF & RETAIN FOR T

-----TEAR OFF & RETAIN FOR TEAM RECORDS -----

Company or Sponsor Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, ST Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Company Website: \_\_\_\_\_

E-mail: \_\_\_\_\_

Sponsorship Level:

- |   |          |  |
|---|----------|--|
| <input type="checkbox"/> Named Sponsor (added to team name)       | \$5000+  | Contribution Amount: _____   |
| <input type="checkbox"/> Eagle (ad and name on robot and t-shirt) | \$500    | Amount collected today: _____  |
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| <input type="checkbox"/> Seagull (1/2 page ad)                    | \$50     | <input type="checkbox"/> Balance/ Ad to be picked-up on or before: _____   |
| <input type="checkbox"/> Sparrow (1/4 page ad)                    | \$25     | <input type="checkbox"/> Balance/ Ad to be Mailed in to Penfield High School   |
| <input type="checkbox"/> Other                                    | \$ _____ |  |

Company or Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Student Contact: \_\_\_\_\_ Student Phone #: \_\_\_\_\_

# Sponsorship Form

- ① Fill out your name LEGIBLY on both halves
- ① They get the top sheet, you get the bottom sheet
- ① Don't forget the Company Ad!

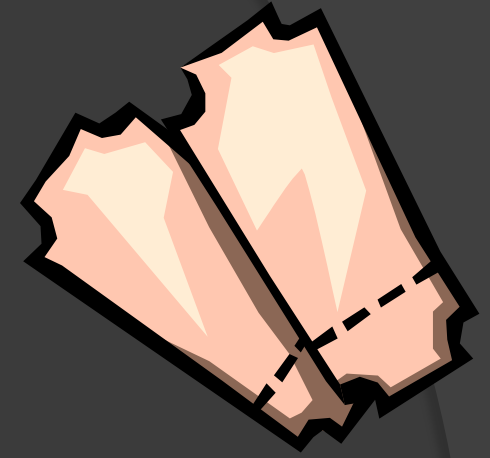
# What to leave with the Patron

- ⦿ Sponsor form
- ⦿ Team Brochure
- ⦿ Event tickets
- ⦿ A good impression

**DON'T FORGET YOUR PATRON BOOK!**

If they really need the patron book it is ok to leave it with them we have plenty of previous years for you to use as examples

# Event Tickets



- ⦿ They are not admission tickets
  - **They're just like reminders!**
- ⦿ Note that all events are free and public!
- ⦿ Ruckus @ Webster Spry Middle School
  - October 29<sup>th</sup>, 2011 8am-6pm
- ⦿ Finger Lakes Regional (Official competition)
  - March 8<sup>th</sup>-10<sup>th</sup>, 2012 @ RIT – Gordon Field House

# What if??

## ⦿ They say no?

- Thank them for their time and hope that we can try again next year!
- DON'T FORGET - You still get credit for going!

## ⦿ They have to get back to you?

- Leave the letter (signed) to be passed on to upper management
- Ask for a date/time to come back



# Newsletters, Events & Demos

- ⦿ Sponsors will be updated about our team activities monthly!
- ⦿ Interested Patrons can request team demonstrations any time in the fall or after April
  - [info@penfieldrobotics.com](mailto:info@penfieldrobotics.com) to request Demo's or other events

# Getting Started

- ◎ Pick up to 5 FIRST.
  - Visit the 5
- ◎ Select more!
  - Siblings of team alumni get their old patrons
- ◎ **DON'T VISIT unless you sign up first!**
  - **This prevents double ups.**



**START**

# Rules

- ⦿ No two students should be sharing a patron!
  - FIRST COME FIRST SERVED.
- ⦿ If you cannot visit a Patron, inform Mrs. Mlodzienski so someone else can have that patron

# Family & Friends?

- ◎ They can make donations too!
  - Even if it's just personal, that's fine too 😊
  - If a friend or family donates, they can have their name or business put on the shirt.
  - Anyone can be considered a patron of the team

# What to bring back to Melinda

- ⦿ (Check &) White half-tear sheet with Sponsor contact info
  - THESE MUST COME **TOGETHER**
  - Unless everything is filled out completely, you will not get credit, and nothing will be accepted!!
- ⦿ Sponsor logo (if you have it)
  - This can be turned in later!!
  - Just don't forget

# Final Tips

- ⦿ Dress up relatively nice!
  - Team Polo if you have one!!
- ⦿ **FIRM HAND-SHAKE!**
- ⦿ Thank whoever helped you
- ⦿ Be enthusiastic, polite & formal
- ⦿ Try to make your speech some-what personal (short and sweet)
- ⦿ **BE PROFESSIONAL!**



# IMPORTANT DATES

- ⦿ Kick off : 10/4/2011
- ⦿ Patron Drive Ends: 12/27/2011
  - All Pre-season achievements due
- ⦿ FINAL SUBMISSION of paper-work by 1/3/2012!
  
- ⦿ Business sign ups – EVERY TUESDAY
  - See Mrs. Mlodzienski

# Check-Points



- ◎ Check Point 1: 10/25
  - Students should have 5 Patrons selected, at least 1 visited
- ◎ Check Point 2: 11/15
  - Students should have visited at least half of their selected Patrons
- ◎ Check Point 3: 12/13
  - All Patron Visits should have been made



# Have fun with this!

- ⦿ Bring another team member if you want
- ⦿ Make it a competition!
- ⦿ Get the family involved
  
- ⦿ There might be prizes...

# Who to Contact?

- Need a question answered?
- Want to sign up for businesses not on a Tuesday?
- Need some more materials (patron books, sponsor forms, etc.)

Send an email to

[melindaam@rochester.rr.com](mailto:melindaam@rochester.rr.com)

# Q & A

