

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

Patron Drive 2011

October 4th-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

$\frac{1}{4}$ 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[®]

(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[™] 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[™] 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: patrondrive@penfieldrobotics.com |
| <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
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"/> 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 29th, 2011 8am-6pm
- ⦿ Finger Lakes Regional (Official competition)
 - March 8th-10th, 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 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

Q & A

