



# Playing At Learning

promoting STEM learning for K-12

(510) 656-8664

501(c)3 charity  
EIN: 20 - 1241878

**FIRST** partner for **FIRST** LEGO League Jr, **FIRST** LEGO League and **FIRST** Tech Challenge programs in Northern California

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Fremont, CA 94539



**Overview:** Playing At Learning promotes and supports **FIRST**<sup>®</sup> programs to open doors to the worlds of science and technology for Northern California K-12 youth with a strong focus on reaching those traditionally under-represented in STEM careers. We provide operational oversight and coordination of our region’s teams, leagues, tournaments, and championships for the 800 teams competing in the 2016 season, serving nearly 7500 youth. Our programs are currently growing at 10% annually with higher growth possible. With guidance from coaches and mentors, all **FIRST**<sup>®</sup> teams explore interactive and creative curriculum in academic, extracurricular, and competition environments. **FIRST**<sup>®</sup> programs make a difference! Brandeis University has measured that **FIRST**<sup>®</sup> participants are 2x as likely to major in science or engineering and 98% reported improved problem solving skills – learn more at [www.firstinspires.org/about/impact](http://www.firstinspires.org/about/impact)

**Sponsorship opportunities:** Playing At Learning’s efforts and partnership with **FIRST** ignite a passion for STEM, particularly during the critical middle school years and particularly for girls and under-represented minority youth. By sponsoring Playing At Learning and/or our programs, you will have a highly visible opportunity to promote and position yourself as a key player in promoting STEM for Northern California youth, particularly those traditionally under-represented in STEM fields. Feel free to reach out to Program Director, Jill Wilker at 510-656-8664 or at [jillw@playingatlearning.org](mailto:jillw@playingatlearning.org) if you would like to discuss additional **FIRST** programs and our initiatives such as our Girls & Under-Represented Team Grants. We hope that you carefully consider the following sponsorship levels.



## **Sponsorship Opportunities for Playing At Learning** – multiple opportunities at each level

### **\$100,000 – Platinum Sponsor**

- Prominent Logo recognition at The Play Space Sponsor wall
- Company logo and name listed on Playing At Learning website – front page and sponsor pages
- Company Banner displayed prominently and logo on sponsor banner at all program events
- Multiple Volunteer opportunities for engagement

### **\$75,000 – Gold Sponsor**

- Logo recognition at The Play Space on Sponsor wall
- Company logo and name listed on Playing At Learning website – front page and sponsor pages
- Multiple Volunteer opportunities for engagement

### **\$50,000 – Silver Sponsor**

- Logo recognition at The Play Space on Sponsor wall
- Company logo and name listed on Playing At Learning website
- Multiple Volunteer opportunities for engagement

### **\$20,000 – Supporting Sponsor**

- Name recognition at The Play Space on Sponsor wall
- Company logo listed on the Playing At Learning website
- Multiple Volunteer opportunities for engagement

### **\$5,000 – Sustaining Sponsor**

- Name recognition at The Play Space on Sponsor wall
- Company name listed on the Playing At Learning website
- Multiple Volunteer opportunities for engagement

### **\$1,000 - Partner**

- Name recognition at The Play Space on Sponsor wall
- Company recognition listed on Playing At Learning website
- Multiple Volunteer opportunities for engagement

### **\$250 - Supporter**

- Company recognition listed on Playing At Learning website
- Multiple Volunteer opportunities for engagement

### **\$50 or more - Friend**

- Recognition listed on Playing At Learning website

**Sponsorship Opportunities for NorCal FLL** – additional support levels available  
Serves approximately 6,500 9-14 year olds annually in NorCal

**\$120,000 - Northern California Regional Presenting Sponsor** (Annual Exclusive)

- Exclusive Regional naming opportunity (example: Northern California *FIRST* LEGO League, presented by X)
- Logo Recognition on front cover on all Northern California *FIRST* LEGO League printed materials
- Company Banner displayed prominently and lead logo on all sponsor banners
- Full page ad available in all Championship tournament and Innovation Expo program books
- 4 VIP parking/seating slots at each event and multiple speaking invitations
- Prominent company recognition logo and link on home page of Playing At Learning and NorCalFLL websites
- Multiple Volunteer opportunities for engagement, including priority for key roles

**\$75,000 - Presenting Sponsor** (exclusive per District Championship or Innovation Expo, up to 5 available)

- Exclusive naming opportunity (example: Silicon Valley District Championship, presented by X)
- Presenting Sponsor Recognition on front cover of sponsored event program books
- Company Banner (if provided) displayed prominently at sponsored event and large logo on sponsor banner
- Full page ad available in each District Championship programs
- 4 VIP parking/seating slots and speaking invitation at sponsored Championship
- Company recognition and link listed on Playing At Learning and NorCalFLL websites
- Multiple Volunteer opportunities for engagement

**\$50,000 - Title Sponsor** (multiple opportunities)

- Logo recognition ad half page ad in each District Championship or Innovation Expo program books
- Title Sponsor Logo recognition on sponsor banner
- Company recognition listed on Playing At Learning and NorCalFLL websites
- 2 VIP parking/seating slots across events
- Multiple Volunteer opportunities for engagement

**\$25,000 (or more) - Key Sponsor** (multiple opportunities)

- Logo recognition in each District Championship or Innovation Expo program books
- Logo recognition on sponsor banner
- Company recognition listed on Playing At Learning and NorCalFLL websites
- Multiple Volunteer opportunities for engagement

**\$5,000 (or more) - Sustaining Sponsor** (multiple opportunities)

- Listed recognition in event program book and on sponsor banner
- Company recognition listed on Playing At Learning and NorCalFLL websites
- Multiple Volunteer opportunities for engagement

**\$1,000 (or more) - Partnering Sponsor** (multiple opportunities)

- Listed recognition in event program book and on sponsor banner
- Company recognition listed on Playing At Learning and NorCalFLL websites
- Multiple Volunteer opportunities for engagement

**\$250 (or more) - Supporter** (multiple opportunities)

- Recognition listed on Playing At Learning and NorCalFLL websites
- Multiple Volunteer opportunities

**Sponsorship Opportunities for NorCal FTC** – additional support levels available  
Serves approximately 3,000 13-18 year olds annually in NorCal

**\$120,000 – Northern California Regional Presenting Sponsor (Annual Exclusive)**

- Logo Recognition on front cover on all Northern California *FIRST* Tech Challenge printed materials
- Company Banner (if provided) displayed prominently at Regional Championship
- Lead logo on sponsor banner displayed at all Qualifier and Championship Tournaments
- Regional Naming opportunity (example: Northern California *FIRST* Tech Challenge, presented by X)
- 6 VIP parking/seating slots and multiple speaking invitations including Kickoff and Regional Championship
- Company recognition logo listed on home page of Playing At Learning and NorCalFTC websites
- Full page ad available for District Championship program
- Multiple Volunteer opportunities for engagement

**\$75,000 – Regional Championship Tournament Presenting Sponsor (Annual Exclusive)**

- Event naming opportunity (example: Northern California Regional Championship, presented by X)
- Logo Recognition on front cover of Championship and district qualifier programs
- Company Banner (if provided) and large logo on sponsor banner at Regional Championship
- Presenting sponsor banner displayed at all Qualifier and Championship events
- 4 VIP parking/seating slots and 1 speaking invitation at Regional Championship
- Company recognition listed in marketing materials
- Full page ad available for District Championship program
- Company recognition logo listed on Playing At Learning and NorCal FTC websites
- Multiple Volunteer opportunities for engagement

**\$50,000 - Title Sponsor (multiple opportunities)**

- Logo recognition in Championship and district qualifier programs
- Logo on sponsor banner at Regional Championship
- Company recognition listed on Playing At Learning and NorCal FTC websites
- 2 VIP parking/seating slots at Regional Championship Tournament
- Half page ad available for Regional Championship program
- Multiple Volunteer opportunities for engagement

**\$25,000 (or more) - Key Sponsor (multiple opportunities)**

- Logo recognition in Championship program sponsor page
- Logo on sponsor banner at Regional Championship
- Company recognition listed on Playing At Learning and NorCal FTC websites
- Multiple Volunteer opportunities for engagement

**\$5,000 (or more) - Sustaining Sponsor (multiple opportunities)**

- Company name listed on sponsor banner at Regional Championship
- Name listed in tournament program sponsor page
- Company recognition listed on Playing At Learning and NorCal FTC websites
- Multiple Volunteer opportunities for engagement

**\$1,000 (or more) - Partnering Sponsor (multiple opportunities)**

- Listed recognition in Regional Championship tournament program sponsor page
- Company recognition listed on Playing At Learning and NorCal FTC websites
- Multiple Volunteer opportunities for engagement

**\$250 (or more) - Supporter (multiple opportunities)**

- Company recognition listed on Playing At Learning and NorCal FTC websites
- Multiple Volunteer opportunities for engagement

**Special Initiatives – Girls & Under-Served Minorities** – additional support levels available  
Serves variable number of 9-18 year olds annually in NorCal

**\$12,000 - Team Grant Supporter**

- Full Team Sponsor 4 FLL or 2 FTC teams that are specifically serving under-represented groups (girls and/or minority boys), includes a coaching stipend and partial support for a dedicated program staff position
- Listed recognition on Playing At Learning website
- Multiple opportunities at this level (annual non-exclusive)

**\$5,000 - Summer Skills Camp**

- Sponsor up to 8 youth from under-represented groups (girls and/or under-served minorities) to participate in a week-long LEGO Mindstorms robot skills summer camp
- Listed recognition on Playing At Learning website
- Multiple opportunities at this level (annual non-exclusive)

**Sponsorship Opportunities for The Play Space, a FIRST robotics Maker Space**

Serves approximately 10,000 6-18 year olds, across all 4 NorCal FIRST Programs

**\$120,000 – Presenting Sponsor (annual exclusive)**

- Exclusive Presenting Company recognition on Sponsor Wall and in The Play Space Common Area
- Company Banner displayed (if provided)
- Company logo and link prominently listed on The Play Space and Playing At Learning websites
- VIP invitations and Premier logo recognition at The Play Space FIRST events
- One corporate / leadership team building session available
- Multiple Volunteer opportunities for engagement

**\$75,000 – FRC Field Title Sponsor**

- FIRST Robotics Competition (FRC) Field Sponsor
- Logo recognition at The Play Space on Sponsor wall
- Company logo and link listed on The Play Space and Playing At Learning websites
- Multiple Volunteer opportunities for engagement
- Multiple opportunities at this level (annual non-exclusive)

**\$50,000 – FTC or FLL Field Title Sponsor**

- FIRST Tech Challenge or FIRST LEGO League Field Sponsor
- Logo recognition at The Play Space on Sponsor wall
- Company logo listed on The Play Space and Playing At Learning websites
- Multiple Volunteer opportunities for engagement
- Multiple opportunities at this level (annual non-exclusive)

**\$20,000 – Supporting Sponsor**

- Name recognition at The Play Space on Sponsor wall
- Company name listed on The Play Space and Playing At Learning websites
- Opportunity for workshop, classroom and event sponsorships
- Multiple Volunteer opportunities for engagement
- Multiple opportunities at this level (annual non-exclusive)

**\$5,000 – Sustaining Sponsor**

- Name recognition at The Play Space on Sponsor wall
- Company recognition listed on The Play Space and Playing At Learning websites
- Multiple Volunteer opportunities for engagement
- Multiple opportunities at this level (annual non-exclusive)