



Playing At Learning

Inspiring Our Next Gen STEM Leaders

(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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Overview: Playing At Learning promotes and supports *FIRST*[®] 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 nearly 800 teams competing in the 2017/2018 season, serving over 7500 youth. Our programs are currently growing at an average of 10% annually with higher growth possible. With guidance from coaches and mentors, all teams explore interactive and creative curriculum in academic, extracurricular, and competition environments. *FIRST*[®] programs make a difference! Brandeis University has measured that *FIRST*[®] 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

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 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 Jill Wilker, President at 510-656-8664 or at jillw@playingatlearning.org if you would like to discuss your specific interests and/or our special initiatives such as our Girls & Under-Represented Team Grants. We hope that you carefully consider the following sponsorship levels. Learn more about Playing At Learning at www.playingatlearning.org/aboutus



Sponsorship Opportunities for NorCal FLL – additional support levels available

Serves approximately 6,000 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 2,500 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 program staff position
- Listed recognition on Playing At Learning website
- Multiple opportunities at this level (annual non-exclusive)

\$7,500 –FLL Jr Team Grant Sponsor

- *FIRST* LEGO League Jr Team Grant Sponsor
- Full Team Sponsor 4 FLL Jr that are specifically serving under-represented groups (girls and/or minority boys), includes a coaching stipend and partial support for a program staff position
- 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)

\$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)

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