



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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San Jose, CA 95131



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 1,000 teams competing in the 2018/2019 season, serving over 8,000 youth. Our programs are currently growing at an average of 10% annually, and with your help, we can achieve higher growth. All *FIRST* teams explore interactive and creative curriculum in academic, extracurricular, and competition environments. And, *FIRST* programs make a measurable 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 jillw@playingatlearning.org if you would like to discuss your specific interests . We hope that you carefully consider the following sponsorship levels. Learn more about Playing At Learning at www.playingatlearning.org/aboutus



Sponsorship Opportunities – additional support levels available

\$100,000 - Northern California Regional Presenting Sponsor (Annual Exclusive per Program, 3 available)

- Exclusive Regional naming opportunity for one of our programs (example: Northern California *FIRST* LEGO League program, presented by X)
- Logo Recognition on front cover on all Northern California program printed materials
- Company Banner displayed prominently at all Northern California events and lead logo on all sponsor banners
- Full page ad available in all Qualifier, Championship tournament and other program Northern California program books
- Multiple speaking invitations and/or opportunity to have video shown at event(s)
- Prominent company recognition logo and link listed as Regional Presenting Sponsor on home page of Playing At Learning and program websites
- Social Media mentions on Facebook, Twitter and opportunity for Instagram takeover
- Multiple Volunteer opportunities for engagement, including priority for key roles

\$75,000 – Event Presenting Sponsor (exclusive per Championship or Innovation Expo, up to 5 available)

- Exclusive Event naming opportunity (example: *FIRST* LEGO League Silicon Valley Championship, sponsored by X)
- Presenting Sponsor Recognition on front cover of sponsored event program books
- Company Banner (if provided) displayed prominently at sponsored event
- Large logo on event sponsor banner
- Full page ad available in all Qualifier and District Championship tournament program books
- Speaking invitation at sponsored event
- Company logo and link listed as Presenting Sponsor on Playing At Learning and event/program related websites
- Social Media mentions on Facebook, Twitter and opportunity for Instagram takeover
- Multiple Volunteer opportunities for engagement

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

- Half page ad in each Championship and Innovation Expo program books
- Title Sponsor Logo recognition on sponsor banner
- Company Banner (if provided) displayed prominently at sponsored event and large logo on sponsor banner
- Company logo and link listed as Title Sponsor on Playing At Learning and program websites
- 2 VIP parking/seating slots across events
- Social Media mentions on Facebook, Twitter
- Multiple Volunteer opportunities for engagement

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

- Logo recognition in each Championship and Innovation Expo program books
- Logo recognition on sponsor banner
- Social Media mentions on Facebook, Twitter
- Logo and listing as Key Sponsor on Playing At Learning and program websites
- Multiple Volunteer opportunities for engagement

\$15,000 – Program Supporting Sponsor (multiple opportunities)

- Listed recognition in event program book and on sponsor banner
- Social Media mentions on Facebook, Twitter
- Listed as Supporting Sponsor on program website
- Multiple Volunteer opportunities for engagement

\$5,000 – Program Sustaining Sponsor (multiple opportunities)

- Listed recognition in event program book and on sponsor banner
- Listed as Sustaining Sponsor on the program website

\$1,000 – Program Partnering Sponsor (multiple opportunities)

- Listed recognition in event program book and on sponsor banner
- Listed as Partnering Sponsor on the program website

\$500 – Friend of Playing At Learning (multiple opportunities)

- Listed as Friend on Playing At Learning website

Special Initiative: – 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 Playing At Learning websites
- Multiple Volunteer opportunities for engagement
- Multiple opportunities at this level (annual non-exclusive)

\$5,000 - Summer Skills Camp

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

Special Initiative: – The Play Space, a *FIRST* robotics Maker Space in San Jose

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

\$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
- One corporate / leadership team building session available
- Multiple Volunteer opportunities for engagement

\$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
- One corporate / leadership team building session available
- Multiple Volunteer opportunities for engagement

\$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