

# FIRST x MIT Sponsorship Packet

## Investing in Future STEM Leaders

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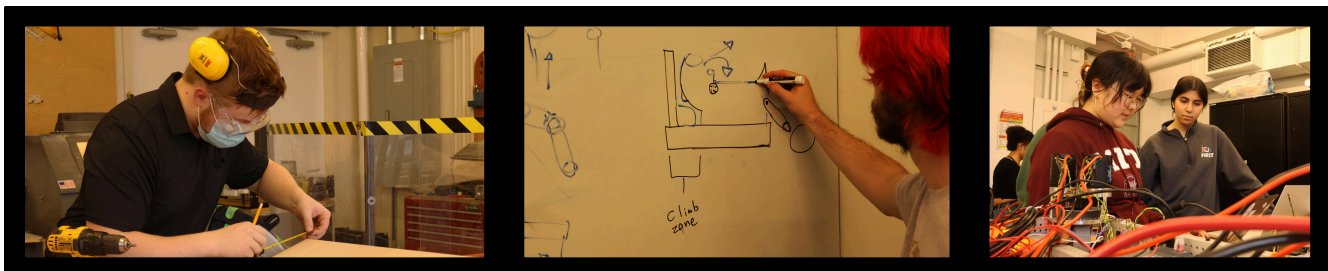
## About FIRSTxMIT

### Who We Are

FIRSTxMIT is an MIT student organization dedicated to bringing hands-on STEM and robotics education to the broader New England community. FIRSTxMIT was founded by students who grew up in FIRST Robotics, a leading international K-12 robotics competition that ushers students into the engineering scene by inspiring confidence, teamwork, and community. We seek to advance the missions of both FIRST and MIT as we channel our experience into mentoring teams, supporting competitions, and expanding access to meaningful STEM opportunities for K-12 students across the region.

**Our vision** is to build a strong, connected community of FIRST alumni at MIT to expand access to STEM and robotics education across New England.

**Our mission** is to celebrate our members' involvement and service in FIRST's programs, provide a community space for alumni and volunteers to build meaningful connections with one another at MIT, create growth opportunities for our members, and sponsor and host platforms for public service.



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## About FIRSTxMIT

### Our Goals

- **Community Building:** Create a network for FIRST alumni at MIT and foster collaborations across New England colleges.
- **Professional Development:** Offer opportunities for career growth, networking with FIRST corporate sponsors, and skill enhancement.
- **Outreach & Mentorship:** Combat the "cliff" effect by keeping high school FIRST participants engaged and giving back to the FIRST community by mentoring local teams, both virtually and in-person, and promoting STEM education.
- **Innovation & Technical Skill:** Provide platforms for members to apply and expand their engineering and technical expertise through hands-on projects like Robot in 3 Days (Ri3D) and the Experiential Robotics Platform (XRP) development.

### Our Objectives

- Host social networking events, including the New England Alumni Mixer for students from various regional colleges.
- Create a Team Volunteering Program connecting MIT students with active FIRST teams, coordinated by our Head of Outreach.
- Develop technical resources such as "Robot in 3 Days" and contribute to XRP development, including a new AI kit utilizing Qualcomm hardware.
- Facilitate career fairs, industry tours, and corporate speaker events with FIRST-aligned companies,
- Secure sustainable funding and partnerships to support club activities and growth.

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## About FIRSTxMIT

### Our Collective Experience

FIRSTxMIT is a group of like-minded individuals dedicated to sharing our experiences and core values within the MIT and broader FIRST community. Our organization is composed of over 60 dedicated FIRST alumni, collectively contributing over 200+ years of direct experience with FIRST programs. This well of knowledge and expertise makes FIRSTxMIT a hub for guidance, mentorship, and innovating, building the FIRST community that surrounds it.

Our community includes of:

- **Former FTC & FRC Team Captains and Leads:** Individuals who championed their FIRST robotic teams to success, fostering a strong community within the team.
- **FIRST Leadership Award Winners:** Individuals recognized for their leadership, technical expertise, and dedication to FIRST. These members embody the core values of FIRST and inspire those around them.
- **Mentors for FIRST Teams:** Our members offer guidance in engineering, strategy, outreach, and team development for FIRST Teams across the globe
- **Volunteers:** Beyond direct team involvement, many of our members volunteer at a variety of FIRST events, including awareness events, competitions, and workshops.

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## The “Robot in 3 Days” (Ri3D) Challenge

### What is Ri3D?

The "Robot in 3 Days" (Ri3D) challenge is an intensive, high-stakes engineering project where university teams design, build, and test a functional robot within a highly compressed timeframe (typically 72 hours). It mimics the rapid prototyping and problem-solving demands of the FIRST Robotics Competition (FRC) season, but for college students who are no longer eligible to compete in FRC.

### FIRSTxMIT's Ri3D during MIT's IAP

Independent Activities Period (IAP) marks MIT's inaugural Ri3D challenge, organized and executed by FIRSTxMIT. IAP is a unique MIT tradition dedicated to flexible, alternative learning. It allows students to pursue activities ranging from intensive courses, externships, and research to designing and building a robot in just three days. This provides the ideal environment for FIRSTxMIT members to fully immerse themselves in a demanding, hands-on engineering project without conflicting with regular semester coursework.

We anticipate over 60 highly motivated MIT students across various disciplines to participate, forming teams and collaborating to tackle a complex robotics challenge. The event will involve:

- **Iterative Design:** Students will thoroughly ideate, design, and construct a robot using a limited set of resources, leveraging the focused environment of IAP.
- **Applied Engineering:** Direct application of mechanical, electrical, and software engineering principles under pressure, providing invaluable practical experience.
- **Teamwork & Leadership:** Fostering collaboration, communication, and leadership skills in a dynamic, high-pressure environment, a core tenet of both IAP and FIRST.
- **Documentation & Dissemination:** The entire build process will be documented, including design choices, challenges, and solutions. This documentation will be publicly released.

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## The “Robot in 3 Days” (Ri3D) Challenge

### Impact & Reach

- **MIT Community:** Provides unparalleled hands-on technical experience, fostering innovation and interdisciplinary collaboration among MIT's brightest students, perfectly embodying the spirit of IAP's experiential learning.
- **Global FIRST Community - Immediate & Direct Influence:** Our publicly released design documents and build session recordings serve as invaluable educational resources for thousands of high school FIRST teams worldwide. By releasing our Ri3D robot at the same time as their season kickoff, we provide immediate inspiration, strategic ideas, and proven technical concepts that directly influence their robot designs and strategies for the upcoming FRC season. This represents a tangible and impactful contribution to the broader FIRST ecosystem.
- **Governors Cup:** FIRSTxMIT has been invited to represent Massachusetts at the prestigious Governors Cup, a national competition hosted by FIRST and Disney in Washington D.C., advocating for STEM accessibility. This provides a national platform for our students and sponsors.



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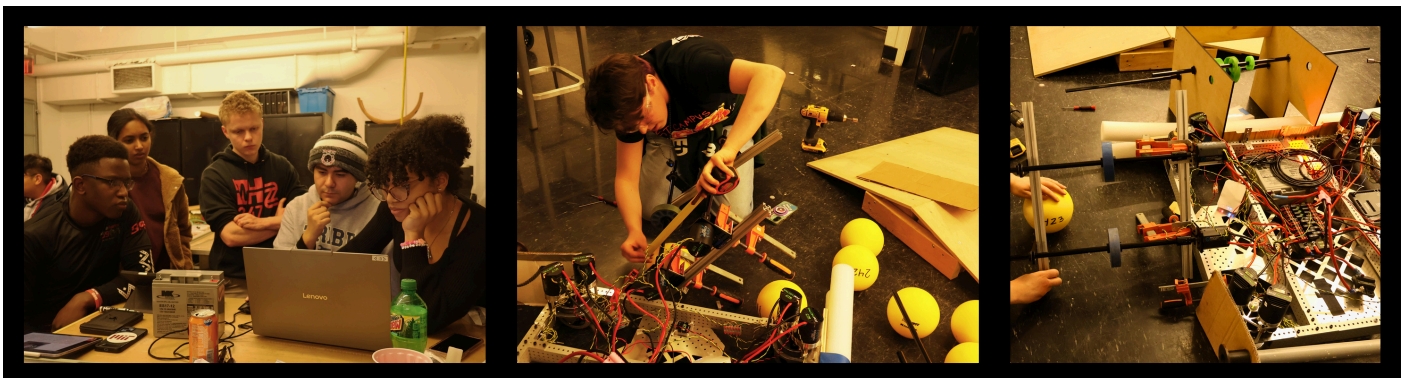
## Why Partner with FIRST x MIT?

### Aligning Your Vision with Our Impact

Partnering with FIRSTxMIT offers a unique opportunity to advance STEM literacy, foster innovation, and support educational initiatives to students all over the New England region, aligning your company's vision perfectly with our mission. This partnership would provide tangible and strategic benefits for your company.

### (1) Direct Investment in Future STEM Talent at MIT

- **Developing Talent:** Your support directly funds hands-on, high-level applied engineering for over 40 MIT students during our Independent Activities Period (IAP). These students are actively pursuing careers in fields directly relevant to your industry, such as Computer Science, Electrical Engineering, and Mechanical Engineering. This includes contributions to projects like our Ri3D challenge, the Experiential Robotics Platform (XRP) and its new AI kit development utilising Qualcomm hardware.
- **Developing Skills:** Your company contributes to the development of critical workforce skills including rapid prototyping, problem-solving, advanced technical documentation, and collaborative teamwork, attributes highly valued by leading technology companies.



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## Why Partner with FIRST x MIT?

### (2) Expansive & Immediate STEM Outreach and Brand Visibility

- **Global Impact and Visibility (Ri3D):** Your company would be featured on our Robot in 3 Days and in all publicly released design documentation. Similarly, our project is released during the start of the annual FIRST Robotics Competition (FRC) season, providing immediate inspiration and insight to thousands of high school FRC teams and students worldwide as they begin their competition. This provides a tangible and impactful contribution to the FIRST community.
- **Active Mentorship and “Combating the Cliff”:** Beyond Ri3D, your support would enable our Team Volunteering program, which connects MIT, and other New England university students, with active FIRST Teams in the region, addressing the issue of retaining student engagement in STEM post high school. This hands-on guidance ensures growth for future generations of students and solidifies the engineering talent pipeline.
- **Governor’s Cup:** Your company would gain visibility through our participation in the national Governors Cup in Washington D.C., in front of a wide audience including governors from around the nation, displaying your commitment to STEM accessibility on the national level.
- **Digital Visibility:** Our recorded build sessions, documented development processes, mentorship program highlights, and other awareness events would be shared on various platforms (YouTube, FIRST forums, social media, etc.), creating a digital presence for your sponsorship and its direct impact on K-12 STEM education.

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## Why Partner with FIRST x MIT?

### (3) Strategic Talent Pipeline, Elite Engagement, and Broad Influence

- **Access to Top Talent:** FIRSTxMIT creates a direct pipeline to highly motivated MIT students with a passion for robotics, engineering, and teamwork, and students who seek practical challenges including R3D and XRP development during IAP and their Spring semester. These individuals are perfect candidates for internships and possibly full-time roles in your company, demonstrating the innovative spirit that you seek. Dean Kamen, the founder of FIRST, emphasized the need for a strong FIRST alumni network, noting that it already has more alumni than engineering graduates from the top 100 engineering schools combined, a vast pool of talent your company can directly connect with through our organization.
- **Exclusive Networking & Influence:** As a corporate partner, your company would be invited to closed-door meetings with the FIRSTxMIT executive team and other stakeholders. This provides unique opportunities for direct engagement, insight into our student projects, and informal recruitment.
- **Corporate Speakers & Interaction:** Opportunities for your company's representatives to present to FIRSTxMIT members on career paths, industry insights, and technological advancements, creating direct connections with potential future employees.

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## Sponsorship Tiers & Opportunities

We offer several partnership tiers and are happy to discuss a custom package to align with your specific strategic goals. Listed in detail on the next page.

### MIT Sponsorship Compliance

As an officially recognized MIT student organization, FIRSTxMIT follows MIT's policies regarding external sponsorship. Sponsors may not advertise that they are directly sponsoring an "MIT team."

However, sponsors **are fully permitted** to:

- Share, repost, or retweet FIRSTxMIT content from our official social media channels
- Be acknowledged in ways that comply fully with MIT's use-of-name and branding policies
- Work with FIRSTxMIT to ensure all public recognition follows Institute guidelines

We will work with each sponsor to ensure that all public communications follow MIT policies while still meaningfully showcasing your support.

Benefit	Community Builder*	Robo-Creator	Innovator's Circle	President's Circle
<b>Investment Level</b>	(\$300 - \$2,499)	(\$2,500 - \$4,999)	(\$5,000 - \$9,999)	(\$10,000 +)
<b>PHYSICAL BRANDING</b>				
Logo on Ri3D Robot	Small (Text Listing)	Medium (4"x4" Logo)	Large (8"x8" Logo)	Premier
Logo on Team Apparel	Small	Medium	Large	Premier
Dedicated Banner at Ri3D Build				✓
<b>DIGITAL BRANDING</b>				
Logo on Website & Documentation	Standard Listing	Standard Listing	Prominent	Top-Tier
Social Media Recognition	General Thank-You	✓	✓	Dedicated Post
<b>TALENT &amp; RECRUITING</b>				
Distribute Career Materials	✓	✓	✓	✓
Email to Member Base	One-time announcement	One-time announcement	Two Announcements	Unlimited
Access to Member Resume Book			✓	Exclusive Access
Recruiting Session			Co-Host Workshop	Dedicated Session (VIP)
<b>ENGAGEMENT &amp; ACCESS</b>				
Invitation to Public Events	✓	✓	✓	✓
VIP On-Site Observation (Ri3D)				✓
Direct Leadership Access			Stakeholder Mtgs	Closed-Door Exec Mtgs
Governors Cup Acknowledgment			✓	Lead Sponsor
Keynote Speaking Opportunity				✓
<b>IMPACT REPORTING</b>				
Recognition in Annual Report	Listed	Listed	Featured	Prominently Featured
Event Naming Rights				

\*recognized as a donation instead of a sponsorship

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## Financial Request & Budget Breakdown

This estimated budget outlines the anticipated expenses for the events. We are actively seeking sponsorship from organizations to help cover these costs, either in full or through partial contributions, which would be greatly appreciated.

Category	Estimated Cost	Description
Robot materials & electronics	\$15,000	Robot controllers, motors, and fabrication materials
Tools & workshop supplies	\$1,500	Prototyping, machining, and testing
Media & documentation	\$1,000	Video equipment, editing, outreach
Travel & competition logistics	\$3,000	Transportation to Governor's Cup, demo materials
<b>Total</b>	<b>\$20,500</b>	—

Your sponsorship at any level significantly contributes to the success of these initiatives and empowers our students to achieve their full potential.

### How to Support Us

We welcome your partnership. Donations can be accepted through wire transfer or [giving.mit.edu](https://giving.mit.edu) (payable via Credit Card), please message [first-alumni-exec@mit.edu](mailto:first-alumni-exec@mit.edu) with any interest you may have we will promptly provide specific directions

All donations are tax-deductible.

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## Our Affiliates



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## Call to Action & Next Steps

We are excited about the possibility of **[Company Name]** as a direct partner of FIRSTxMIT. Working together would provide you with a tangible way of supporting STEM education at MIT and creating a lasting difference for students in the New England FIRST community.

We would love to talk with you on what our partnership would look like and how we could align it to your company's mission and goals, whether it is community impact, employee engagement, or meeting with future talent.

If you're interested in learning more or starting a conversation, please reach out.

### **Harish Pravin**

Director of Corporate Relations, FIRSTxMIT

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[FIRSTxMIT Website: <https://firstalumni.mit.edu/>]

Thank you for considering this truly impactful partnership. We look forward to the opportunity to collaborate and build a brighter future for STEM together.



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## Appendix

- **MIT Affiliation Letter:** Official letter of recognition from MIT's Association of Student Activities (ASA) if available and deemed beneficial.
- **Testimonials:** Quotes from FIRSTxMIT members or MIT faculty about the value of the club and Ri3D.
- **Photos/Graphics:** High-quality images of past FIRST robots, MIT campus, or conceptual designs for Ri3D. - Work with the M&M Director
- **FIRST Inspires Brochure/Fact Sheet:** A brief overview of FIRST's mission and impact if <Company Name> needs a refresher. - Work with the M&M Director