



Bensalem High School Fightin' Robotic Owls
3000 Donallen Drive Bensalem PA,19020
www.team5401.org

August 18, 2016

Dear Sir/Madam:

The Bensalem High School FIRST Robotics Team, the Fightin' Robotic Owls, is currently seeking your support so it can enter another successful season of designing and building a robot to compete in the FIRST Robotics Competition.

FIRST stands for For Inspiration and Recognition of Science and Technology and was founded by Segway inventor, Dean Kamen. It combines the excitement of a sporting event with the rigors of science and technology. Under strict rules, limited resources, and time limits, student run teams are challenged to raise funds, hone teamwork skills, and build and program robots to perform prescribed tasks against a field of competitors. It's as close to real-world engineering as a student can get, with professional mentors volunteering their time and talents to guide each team.

Each season, which runs January to April, we are responsible for making sure we have the financial resources necessary to design and build a fully functioning robot from the ground up, as well as a comprehensive marketing plan that showcases our both our team and the robot at local competitions and events. Last year in our Sophomore Season, thanks to the support of our team sponsors, we were able to build a highly competitive robot that helped us get to the Semi-Finals of the FIRST Robotics World Championships. This is like a basketball team making it to the Sweet 16 of the NCAA March Madness Tournament in only their second season. Along the way, at the Mid-Atlantic District Championships, we won a Judges' Award for our "Disco Passion" because the judges felt that our unique efforts, performance and team dynamics were deserving of recognition.

Sponsoring the Fightin' Robotic Owls through the Bensalem Education Foundation provides a tax-deductible opportunity to support STEM education in Lower Bucks County and provides your business a unique recognition opportunity by having your company name and logo featured on our robot, in our booth competitions, on our t-shirts, and on our web site. In addition, we also hold an annual Demonstration Night in February where we unveil the new robot with media, sponsors, parents, faculty and school administration. Here, your business will be featured in our advertising book and you will have the opportunity to both drive the robot and have your picture taken with it, and the team.

If you are interested in making a tax deductible contribution to sponsor our team, below are our sponsorship levels for the 2016-2017 Season:

Ride: \$100-250

- Listing in Pit/Booth
- Listing on web-site
- Listing in Demo Night Program

Franklin: \$250-500

- Small Logo in Pit/Booth
- Listing on web-site
- ¼ page ad in Demo Night program

Edison: \$500-1000

- Small Logo on Robot
- Small Logo on T-Shirt
- Small Logo in Pit/Booth
- Small Logo on web-site
- Photo With Robot and Team on Demo Night
- ½ page ad in Demo Night program

Tesla: \$1,000-3000

- Medium Logo on Robot
- Medium Logo on T-shirt
- Medium Logo in Pit/Booth
- Medium Logo on web-site (with link)
- Photo With Robot and Team on Demo Night
- Full page in Demo Night Program

Einstein: \$3,000 and up

- Name announced with team at competition
- Featured Logo on Robot - Largest, Prime Placement
- Featured Logo on T-shirt
- Featured Logo in Pit/Booth
- Featured Logo on web-site (with link)
- Photo With Robot and Team on Demo Night
- Featured Sponsor Display at Demo Night-

Our sponsorship levels are named after famous American Engineers, Scientists and Inventors and by becoming a team sponsor of the Fightin' Robotic Owls, you are helping local students become the next generation of American innovators.

We'd like to invite you to become a team sponsor for the 2016-2017 Season, so please contact Virginia McKay at Virginia.McKay@alumni.stonybrook.edu or (215) 805-1754 for more information.

Thank you for your time and consideration.

Sincerely,



Emily Ralston
Business Manager



Virginia McKay
Coach