

FIRST[®] LEGO[®] League

at Arizona State University

Inspiring students to experience
the exciting world of STEM

Sponsorship guide

A photograph of two students, a young man and a young woman, both wearing yellow t-shirts with a black bow tie graphic and the text 'LEGO MEANS BUSINESS'. They are focused on building a LEGO robot on a table. The robot is a custom-built vehicle with a motor, gears, and wheels. In the background, another student is visible, wearing a blue cap and a pink lei. The setting appears to be a competition or workshop with a large screen in the background.

ASU[®] Ira A. Fulton Schools of
Engineering
Arizona State University



Dear Colleague:

For more than two decades, FIRST® LEGO® League has delighted and inspired children around the world with exciting robotics competitions in creative learning environments designed to fuel an enthusiasm for discovery of the basic principles of science, technology, engineering and math (STEM). The Ira A. Fulton Schools of Engineering has proudly served as the Arizona partner for FIRST® LEGO® League since 2008, supporting teams across the state and hosting the Arizona FIRST® LEGO® League (FLL) State Championships. If you're not familiar with Arizona FLL, I encourage you to review this packet to learn how you can participate in these events that impact the lives of more than 3,600 young students.

This year, in the GAME CHANGERS 2020-2021 season, students were asked to research and solve a real-world problem related to improving physical activity and health in our communities. This season's theme challenged students to revolutionize the way we encourage ourselves and others to play and move. Engaging students in these projects is a great way for them to learn while practicing the FLL core values of friendly competition, teamwork and professionalism.

We can't deliver this important program without the support of generous sponsors. For our corporate partners, this is not only a chance to reach a wide audience, but also an inspiring opportunity to see the passion for engineering that this event ignites in students.

Sponsors have an excellent opportunity to build their brand and expose it to our college community of more than 19,000 undergraduate students, many of whom volunteer throughout the season at both qualifying tournaments and the State Championship. FLL is a deeply loved by its alumni, parents and coaches. For that reason, many of our students, faculty and staff are engaged in making each season a success. Not only that, but many of the events are publicized through the local and regional news media, in addition to the recognition of your brand by students, parents and elementary school teachers across Arizona.

I hope that you will consider becoming an Arizona FLL sponsor at a level that is right for you or your organization.

Details on sponsorship are enclosed. You can also contact Jennifer Williams (jennifer.williams.2@asu.edu), to discuss sponsorship opportunities. Jennifer will follow up in the next two weeks to answer any questions that you might have. On behalf of everyone at the Ira A. Fulton Schools of Engineering, we appreciate your support.

Sincerely,

A handwritten signature in black ink that reads "James S. Collofello". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

James S. Collofello
Vice Dean and Professor

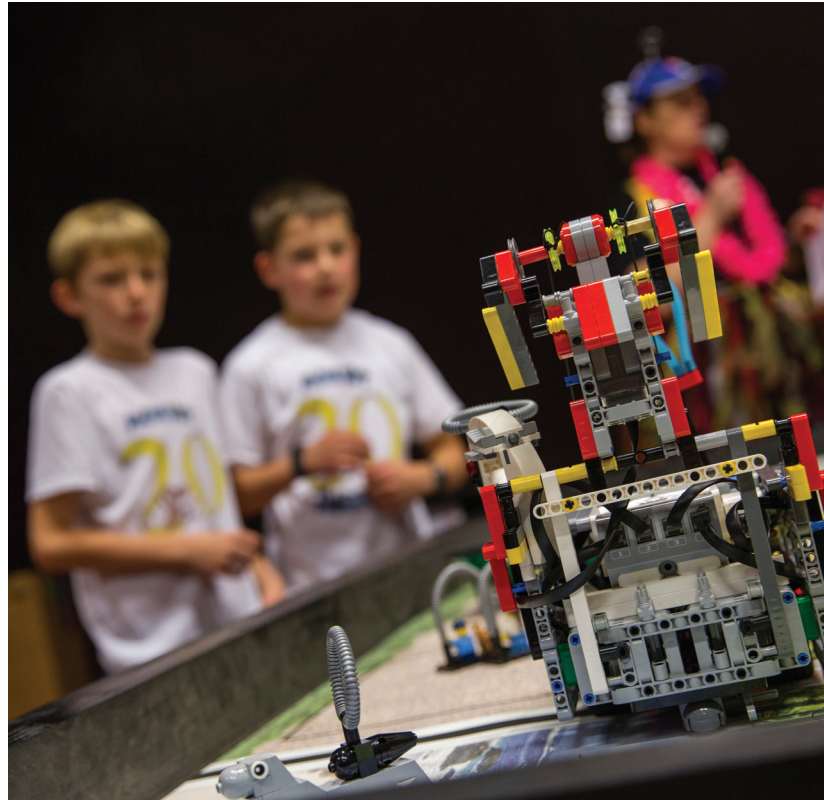
Sponsorship opportunities

The Ira A. Fulton Schools of Engineering at Arizona State University is the affiliate partner for the Arizona *FIRST*® LEGO® League (FLL).

Your sponsorship provides invaluable support to Arizona FLL teams for training and materials, as well as for their exciting season-culminating tournaments — “sporting events for the mind!”

Arizona FLL can help to increase the numbers of much-needed professionals in the fields of science, technology, engineering and mathematics. So, your support of this program is an important investment in the future.

For more information on Arizona FLL, visit: azfll.asu.edu.



Sponsorship levels

Platinum Sponsor

\$15,000

Celebrate our State Championship teams and make it an exciting event! Covers costs for State Championship Tournaments, including volunteer appreciation, robot games and judging supplies and materials, trophies, medals for teams, audio/visual equipment rental and staffing and championship shirts.

Gold Sponsor

\$10,000

Support FLL communities through your financial contribution to their local qualifying tournaments. More than 14 tournaments are typically held each season at elementary schools or high schools around the state. Through this sponsorship, you will cover costs associated with one qualifying tournament, including equipment rental, robot games supplies and materials, volunteer appreciation, trophies and medals for teams, venue costs, including security and janitorial fees, and print materials and volunteer t-shirts.

Copper State Team Sponsor

\$5,000

This sponsorship is the gift of an exciting educational experience for a lucky team! It will cover costs for travel and registration fees for one team representing Arizona in the FLL World Festival, the North American Open Championship, European Open Championship or LEGOLand Invitational Tournament.

Silver Sponsor

\$3,000

Help make our tournaments a success for communities around Arizona! Covercosts for the season kickoff event, including equipment rental, robot game supplies and materials, volunteer appreciation and venue costs including security and janitorial fees, as well as print materials.

Bronze Sponsor

\$2,000

Help a new team get started! Support one rookie team get started by covering their team registration, the season field set from LEGO, a new robot and tournament fees.

Sponsorship benefits	Platinum	Gold	Copper	Silver	Bronze
Sponsor name on all tournament promotional materials and signage	●	●	●	●	
Plaque of appreciation presented at state championship award ceremony	●	●	●	●	
Recognition at State Championship Tournament as Arizona FLL sponsor	●	●	●	●	●
VIP name tags, introduction and seating at welcome ceremony	●	●	●		
Sponsor representative invitation to present a trophy engraved with sponsor name at award ceremony	●	●	●		
Sponsor logo displayed on scoring screen of State Championship tournament	●				
Sponsor logo on volunteer t-shirt	●				
Personalized thank-you from sponsored team members				●	●

All funds will be deposited with the ASU Foundation for A New American University, a nonprofit organization that exists to support Arizona State University (ASU). Gifts in support of ASU are subject to foundation policies and fees. Donors may restrict 95% of any gift for specific purposes; 5% of each gift received is unrestricted for the University's use in advancing its strategic initiatives and operations. The donor receives a gift receipt and is acknowledged for the full amount (100%) of the gift. Please consult your tax advisor regarding the deductibility of charitable contributions.

Make checks payable to ASU Foundation

Ira A. Fulton Schools of Engineering — Attn: Jennifer Williams
PO Box 879309

Tempe, AZ 85287-9309

Add account #GF000274 CC0130 to the check memo

By the
numbers
2020 sponsors

Arizona State University / Gary & Diane Tooker

Family Foundation / SRP

1,000 students
participated in AZ FLL

100 teams
participated in regional tournaments in 2020

400% increase
in student participation in AZ FLL since 2008

FIRST® LEGO® League impacts

"It's good to see the kids adopt the attitude that the competitions are more important to them for what they discover than for what they win. You see a real sense of camaraderie not only within teams but among the teams and the coaches."

Kathy Vachon
FLL partner services
manager



"What I enjoyed most about being on the tournament team is that we had something to work towards. That would have been making it to the state championship for me at least. I think it motivated us a ton to have that goal in mind."

**7th grade FLL
participant**



"It's so much fun to see the kids get all excited and to see the robots they build."

Seong-Kyung Lim
Electrical engineering
student and FLL
volunteer



"I'm a big fan of FLL. I signed up as soon as I heard about it. I plan to come back and do it again as an alum."

Randee Huffman
Mechanical engineering
student and FLL
volunteer



"Working with the FLL is great experience that I can use for the engineering curriculum I'm developing as part of my thesis."

Tim Otis
Chemical engineering
student and FLL
volunteer

"FIRST® brings camaraderie and inclusion to the teams as they identify, create and implement real-world solutions for all ages and abilities. Overall, FIRST® brings engineering fun and ties all levels and backgrounds of engineering disciplines together to function as united teams."

FLL Mighty Minions team



"In the robotics and the research, these kids calculate, they strategize, they analyze problems and solutions. They learn how to resolve issues between team members."

Mark Pond
Former FLL coach and judge

"They learn the things that make industries successful. They know how to work with other people to accomplish things. FLL builds skills that will enable this generation to do great things in any kinds of careers they get into."

Russell Harris
FLL coach



"A lot of the volunteers and team coaches and mentors are coming back year after year. So, there's a camaraderie that happens. It's like an FLL community that gets together once a year."

Rick Kale
FLL volunteer and Fulton Schools alum




"The best part is having fun while learning."

Morgan Martineau
FLL participant



"Being on the tournament team was an amazing experience, I really enjoyed the competitive aspect of the team, and had so many fun memories with everyone!"

7th grade FLL participant



The world needs more engineers. At the Ira A. Fulton Schools of Engineering, we believe that exposing students to engineering at a young age is the best way to supply the world with the brightest and most passionate engineers. Through the Arizona FIRST® LEGO® League sponsored by Arizona State University, hundreds of young people across Arizona – many of whom may not yet be exposed to career opportunities in science, technology, engineering and math (STEM) – learn about these exciting fields through a fun and educational hands-on tournament. This exciting event is helping to shape the future of Arizona and impacting the lives of future engineers.

We hope you will join us in inspiring Arizona students to learn more about STEM careers by participating in Arizona FIRST® LEGO® League.

azfll.asu.edu