

I.AM.ROBOT Sample Contact Guide for Prospective Sponsors

Step 1 : Initial Call

Investigate the potential sponsor online and be well versed in facts about FIRST, FRC, our team, and our school prior to calling. We want to tell a story about FRC and I.AM.ROBOT and cannot do that if we are not prepared.

Hello! May I speak to Mr. /Mrs XXXXXXXX , please? (Or if you don't have a contact person ask for the person who is in charge of community outreach or public relations)

If the person you want to talk to is there...

Hi, my name is XXXXXX and I one of the members of the International Academy of Macomb's robotics team. I'm calling to check whether you received the information packet and letter we sent XXXXXX. I'd love to discuss the information with you. Do you have a moment now or is there a good time for me to stop by in person?

If no...	If yes, you should stop by in person...	If yes, I have time now...
<p>When would be a better time to answer your questions about the benefits of sponsoring a nationally competitive robotics team?</p>	<p>Wonderful! I'm available most days after 3 PM on weekdays. When would be the most convenient for you?</p>	<p>Engage in a conversation with them and get them talking as much as possible. People like to talk about themselves, and will give more generously if we explain how giving will benefit <i>them</i>, not <i>us</i>. Make your answers to their questions as concise as possible.</p> <p>Ask them lots of questions:</p> <ul style="list-style-type: none">• What are the things your company does? (make sure you know the answer already because you review the company information online)• What types of community outreach do you participate in?• What kind of marketing and advertising do you do? <p>You can then tie in the answers to your questions to the team. Explain the benefits of sponsoring the team and how that relates to what the company does. Let them know that if they sponsor their logo will be on all of the teams marketing materials, uniforms and the robot. The robot alone is seen by tens of thousands of people each year at competitions.</p> <p>If they don't want to commit to sponsoring right now, let them know all they need to do is call or email us at any time to sponsor. Let them know you will be emailing them a sponsor packet that covers the areas we just discussed about the benefits of sponsoring our team and that you will call to follow up with them in a few days. Get their contact information (e-mail, direct phone number, etc.) if you do not already have it.</p>

If the person you want to talk to is not there...

Get their contact information if you don't have it. Ask for the best time to contact them and call back then.

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Step 2 : Follow-Up Call

The goal is to get them to sponsor us, or thank them if they already have.

If they said they would sponsor us, but we haven't received anything yet...

- Ask them if they have any remaining questions you can answer.
- Ask them when a good time would be for you to stop by and pick up the sponsorship form and a check.
- Continue to call every few days until you get the sponsorship form and money or you get a no.

If they said they would think about sponsoring but have not called or e-mailed yet...

- Ask them what questions they still have. Remind them about the benefits of sponsoring the team.
- Remind them that we can use supplies, materials, services, and volunteers too.
- Ask them when a good time would be for you to stop by to answer any further questions.

If they have given us a sponsorship...

- Thank them profusely.
- Invite them to attend the Troy and Centerline events.
- Remind them that Worlds are in Detroit this year and we are planning to be there too!
- Ask them if there is anything else our team can do for them.

Step 3 : Thank-you letter

Speak to the business team mentor about sending a thank you letter to the new sponsor.

If they did not receive the letter and trifold...

- Ask if you can send them the information right now electronically
 - If they say yes, get their e-mail address and send the sponsorship packet.
 - Ask if they would like you to walk through it with them now.
 - If yes, briefly go through the package with them and continue with the call.
 - If they would rather look it over and talk later, that's ok. Set a time to call back and discuss and give them your contact information.
 - If they don't want it emailed, ask if you can mail them the information packet and then discuss at a later date. Set that date prior to hanging up.
 - If they say they are not interested, thank them for their time and give them your contact information in case they have any questions or change their mind later.
 - They may just want you to give them an overview of what was in the letter and brochure. Briefly cover the information and continue with the call.

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Why do we do this?	Why should companies get involved?	Why pick I.AM.ROBOT?
<ul style="list-style-type: none"> • It's our passion • Teaches real world skills – business, engineering, problem solving, design. etc. • It's FUN! • Hands on experience • Lasting relationships • Unique learning environment • Learn excellent communication skills • Meet people from all over the world 	<ul style="list-style-type: none"> • Access to future interns/employees • Influence opportunities • Huge marketing potential <ul style="list-style-type: none"> • Seen by 10's of thousands of people at competitions • Team website and marketing materials • Dedicated FLICKR account for <i>FIRST</i> 	<ul style="list-style-type: none"> • IAM is the number one high school in MI. #1 Magnet school in the US and #7 of all schools in the US. • IAM is an IB school • We partner with the Macomb County Economic Development and Planning Department, the MISD and <i>FIRST</i> in MI. • IAM represents all of Macomb County – from 8 – 32 Mile. • We are a championship team that has competed at Worlds twice since we started in 2012