



LIVINGSTON
HIGH SCHOOL

FIRE ROBOTICS SPONSORSHIP PACKET

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EXECUTIVE SUMMARY

Mission Statement

"FIRE Robotics, rooted in the spirit of FIRST International Robotics Experience, is dedicated to inspiring and nurturing the next generation of engineers and scientists. We strive to embody gracious professionalism and cooperation, connecting with the community and other teams to foster a culture of innovation, teamwork, and outreach."

Team Summary

FIRE Robotics embodies the spirit of innovation, collaboration, and community engagement. Their engineering portfolio reflects a deep commitment to learning, sharing knowledge, and applying their skills to solve real-world problems. Through the building, coding, and designing of Shadow, the team not only competes at a high level but also inspires others in their community and beyond to explore the fields of science, technology, engineering, and mathematics (STEM). Their work is a testament to the power of youth innovation and the potential of robotics to drive positive change.

Program Summary

FIRST® was founded in 1989 to inspire young people's interest and participation in science and technology. FIRST® designs accessible, innovative programs that motivate young people to pursue education and career opportunities in science, technology, engineering, and math, while building self-confidence, knowledge, and life skills.

The mission of FIRST® is to inspire young people to be science and technology leaders and innovators, by engaging them in exciting mentor-based programs that build science, engineering, and technology skills, inspire innovation, and foster well-rounded life capabilities including self-confidence, communication, and leadership.

As Dean Kamen expressed, FIRST is a vehicle for kids to develop a vision, with confidence, and with a sense that they can create their future

EXECUTIVE SUMMARY

Location of the team

Location: Livingston High School, Livingston, New Jersey

Team Impact/Outreach

FIRE Robotics has achieved significant outreach and community impact throughout our season, reaching an impressive total of 19,905 individuals through their extensive outreach and media production efforts. They have surpassed their outreach goal by contributing over 225 hours to community outreach activities, far exceeding the initial target of 150 hours. This includes mentoring three FIRST Lego League (FLL) teams, with two reaching the state conference, and engaging over 4000 people through various events. Their social media platforms and educational content have amassed over eleven thousand views, and they expect their educational videos to reach around 3000 students annually, making them a pillar of STEM education in their community and beyond.

Relationships and Information Regarding Current Sponsors

We obtained 2 new sponsor and one grant this year, raising over \$1000 in funds for developing our robot.

SWOT ANALYSIS

A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, initiatives, or within its industry. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts. Companies should use it as a guide and not necessarily as a prescription.



TEAM IMPACT

Fire Robotics Outreach by the Numbers

Fire robotics has always been committed to spreading Gracious Professionalism and other FIRST ideals in our interpersonal, school, townships, and global community. We are committed to working towards a better future for everyone, by bringing more and more people into STEM.

FIRE robotics has expanded its reach, this year, working with dozens of parents and students in our community to reach out about STEM and robotics.

TOPIC	NUMBERS	WHAT WE DID
Community	40,000+	• Explained the benefits of robotics • Educated in the field of engineering
Outreach hours	3,000+	• Volunteered for non-profits and educated youth
Raised	6000+	• Raised more than 6000 dollars for buying parts

DONOR ACKNOWLEDGEMENT

FIRE Robotics values every type of support. In order to connect with our community as much as possible, we have developed a tiered sponsorship structure where **each successive level includes all the perks of the previous tier**. FIRE Robotics is thankful for previous sponsors who have helped us this past season. For this reason, we have decided to give all past sponsors the choice to support us again this season, **at the same rate as the previous season**. Meaning reduced costs with the same benefits.

SPONSORSHIP	RANGE(\$)	PERKS
Bronze	250-499	• Logo on team websites
Silver	500-699	• Medium-sized sticker of company's logo on the robots
Gold	700-999	• Company logo on the back of our team t-shirt • Prominent branding on team robot
Platinum	1000-2499	• Company Branding at community events • Logo on flyers handed out at competition
Title Sponsor	2,500+	• Company Branding at all major events and on all social media platforms • All Previously metioned benefits

FUND RAISING OPPURTUNITIES

Outreaches

Events like the Livingston Chinese Culture Day and the annual 4th of July celebration allowed FIRE Robotics to engage directly with thousands of community members. By demonstrating their robot and explaining FIRST principles, they not only intrigued the public but also showcased their technical prowess and commitment to STEM education. These events served as platforms for the team to interact with local businesses and community leaders, including members of the Board of Education, fostering relationships that have potential for future sponsorships.

Sponsors

Local Business Engagements: Successfully partnered with businesses like Best Care Dental Service, and C2 Education, and received significant support from Picatinny Arsenal, demonstrating the team's effective community engagement and sponsorship acquisition strategy.

Innovative Fundraising: Introduced "finance runs," directly engaging local businesses and surpassing the initial sponsorship goal by obtaining 4 new sponsors, showcasing the team's proactive and innovative approach to funding.

Donations

Community Support: The team's outreach and engagement efforts have not only garnered financial support but also cultivated valuable mentorships and partnerships, underscoring their impact beyond robotics into broader community development and STEM advocacy.

CONTACT US

Contact

FIRE Robotics

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