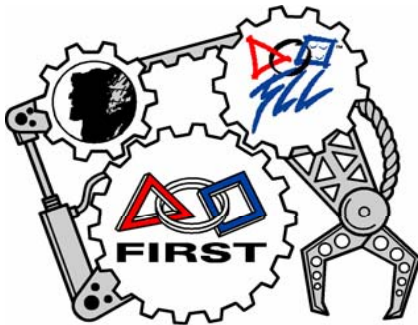


# FIRST Sponsorship

*Building Blocks: Programs to Foster Interest in Technology, Science and Business*



27 February 2008

Len Hawkins

**BAE SYSTEMS**

# The Publicity:



# The Real Value:



# The Real Value:



# The Real Value:



## The Real Value:



# Internal Message from Walt Havenstein -- BAE Systems Increases Contribution to FIRST, Becomes "Strategic Partner"

Dear Colleagues,  
Today, I am pleased to share with you that BAE Systems is increasing its contribution to FIRST ... to more than \$1 million annually ... With this commitment, BAE Systems will also become a "Strategic Partner" of FIRST and its largest corporate contributor to FIRST Robotics Competitions (FRC). (Our) commitment will fund:

- FRC team grants, and
- College scholarships for FIRST participants attending select universities across the US.

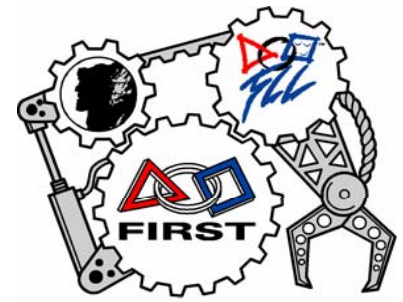
FIRST is an amazing, inspiring organization that makes math and science fun for students through teamwork and friendly competition.

Our strategic partnership with FIRST represents an investment in the future high-tech workforce that BAE Systems will need to draw upon to compete effectively in the 21st century.

BAE Systems and FIRST share a common culture and goals – both organizations have a passion for science, engineering and technology combined with the social skills of cooperation, teamwork, and leadership. We are aligned in our vision to create a world where science and technology are celebrated...where young people dream of becoming science and technology heroes...

*Walt Havenstein, President and CEO  
BAE Systems, Inc.*

# Corporate Commitment: FIRST



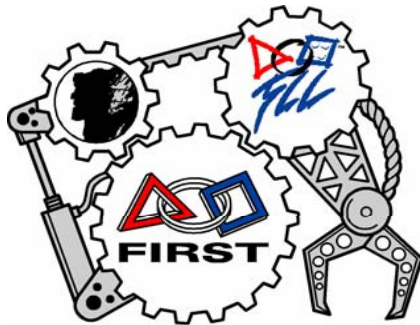
**BAE SYSTEMS**

- **BAE Systems has supported FIRST since the early 1990s, shortly after the organization was founded**
- **More than a dozen former FIRST students have become BAE Systems employees, while many more have interned in our labs and offices.**
- **In 2008, BAE Systems will directly support more than 60 teams competing near our sites in 12 states and the District of Columbia.**
- **The company will also sponsor seven FRC regional events, as well as the FIRST Championship on April 17-19, in Atlanta.**
- **FIRST also provides opportunities for BAE Systems employees to get involved as team mentors and advisors, judges, and competition hosts and coordinators.**



# BAE Systems Guide to FIRST Sponsorship

## Helping Teams

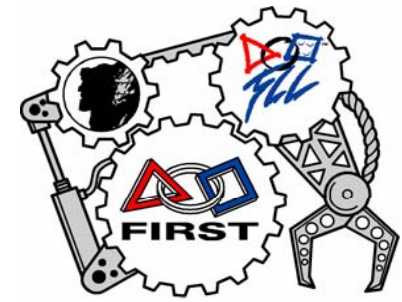


**BAE SYSTEMS**

**12 September 2007**

**Sue Peckham**

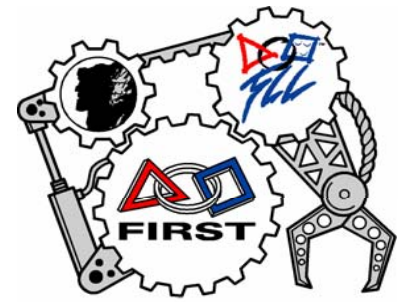
# The Making of a FIRST Team – Team Members



BAE SYSTEMS

- **Students**
- **Adult Members – parents, teachers, etc.**
- **Team Mentors**
  - This is perhaps one of the hardest parts of *FIRST*. Team mentors are hard to come by and hard to sustain
    - One looks for people who can:
      - *Inspire students in science and technology (but not limited to)*
      - *Create open communication*
      - *Establish an environment conducive to open and honest communication*
      - *Encourage kids to take risks and invent; Encourage accountability*
      - *Eventually transfer ownership from “I do” to “I watch” (i.e. have the kids do as much work as possible)*
    - One looks for people who are:
      - *Confident and who can be: a supporter, a teacher, a coach, a listener, a motivator ...*
  - *Potential source of mentors include:* corporate and university Human Resource departments, hired technical professionals at local companies (e.g. like BAE Systems), local engineering chapters (e.g. ASME, SWE), other local employees, teachers, company sponsors
  - ***FIRST Mentoring Guide:***  
[http://www.usfirst.org/uploadedFiles/What/FIRST\\_Robotics\\_Competition/It\\_is\\_Fun/mentorguidedede06.pdf](http://www.usfirst.org/uploadedFiles/What/FIRST_Robotics_Competition/It_is_Fun/mentorguidedede06.pdf)

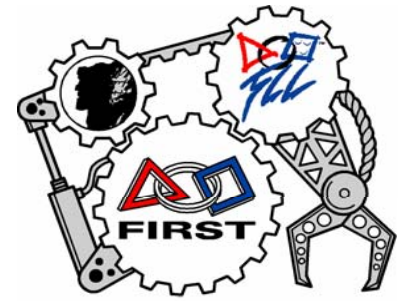
# Helping Teams with Mentors



**BAE SYSTEMS**

- Team mentors is often a team's greatest struggle.
- What can BAE Systems do?
  - Provide engineering leadership to a team:
    - Preseason (e.g. training modules → Pro/E, machine shop skills, programming) (Sept – Dec)
    - During the season: 6 week build (Jan – Mar/Apr) (into championship)
      - This is often a significant time constraint
        - The larger the “pool” the better.
        - Due to the long hours and the very focused activities, people get “burnt out”
        - But the rewards are immeasurable
      - Students need focused guidance through the 6 week build period (long days, concrete time commitments)
    - Post season: summer competitions, etc. (Apr/May – Aug)

# The Making of a FIRST Team – Maintaining the Team



**BAE SYSTEMS**

- **Encouraging science and technology in the school system**

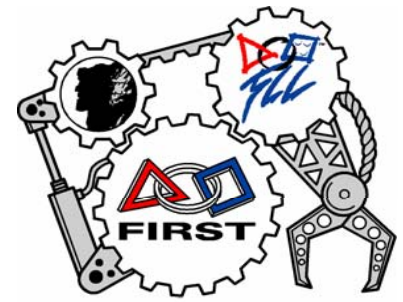
- Enhance the school curriculum

- Consider adding FIRST to the school curriculum
    - Add more science and technology or robotic courses to the curriculum
    - Work with technology based mentors to offer students courses to enhance their skill sets (e.g. Pro/Engineering, machining)

- **Give back to the mentors:**

- Encourage the schools to give stipends to teachers volunteering their time in support of FIRST (similar to coaches of sports).
  - Recognition: Give back to those who provided team building activities, student courses, etc.
    - This could be financial or other

# The Making of a FIRST Team – Getting a Head Start



**BAE SYSTEMS**

- Team building activities
- Form your team and sub-teams (e.g. mechanical, pneumatic, controls, pneumatics, scholarships, public relations).
- Utilize the Team Information Management System (TIMS) to enter in team information, travel and shipping contracts, etc.
- Instill safety and ethical team practices.
- Seek and obtain sponsorship.
- Seek and obtain engineering help (involve as mentors).
- Research and choose your event(s); confirm against school calendar, research travel needs, etc.
- Begin fundraising activities prior to the kickoff and well before the design and build stage. A sub-team could coordinate this activity.