

# ROBOT

## RUCKUS

CORPORATE SPONSOR PACKAGE

2021



# ROBOT RUCKUS IS THE ONLY OPEN COMPETITION FOR 250-POUND ROBOTS IN THE UNITED STATES.

Competitors will gather from AROUND THE WORLD to fight their robots in our custom-built, bullet-proof arena. Competitors are coming from as far away as New Zealand to attend this amazing event.

In 2019 more than 20 competitors from the BattleBots Television show participated in the competition, panel discussions, and VIP event.

Robot Ruckus 2021 will be a keystone event at Maker Faire Orlando 2021, which draws 16,000 participants over a 2-day event.

Fan posts from the 2019 event trended in the BattleBots subreddit, the BattleBots facebook group, and combat robot tagged YouTube content.

Learn more at **RobotRuckus.org**





# ABOUT ROBOT RUCKUS

ROBOT RUCKUS IS A NEW NAME FOR THE ROBOT COMPETITIONS THAT HAVE BEEN PART OF MAKER FAIRE ORLANDO SINCE 2013.

THE EVENT IS EQUAL PARTS COMPETITION AND INSPIRATION, ALLOWING YOUNG MAKERS TO MEET THEIR ROBOT BUILDER HEROES AND GET INVOLVED IN THE SPORT BY COMPETING IN THE SMALLER ARENA

WITH OVER 100 PARTICIPATING ROBOT BUILDERS, ROBOT RUCKUS IS ONE OF THE LARGEST COMBAT ROBOT EVENTS IN THE U.S. AND THE ONLY OPEN EVENT FOR 250 POUND ROBOTS

ROBOT RUCKUS IS NON-PROFIT EVENT PRODUCED BY THE MAKER EFFECT FOUNDATION





# ABOUT THE MAKER EFFECT FOUNDATION

THE MAKER EFFECT FOUNDATION IS A 501(C)(3) PUBLIC CHARITY LOCATED IN ORLANDO, FL.

PROGRAMS INCLUDE:

- MAKER FAIRE ORLANDO, A TWO-DAY, 16,000 PARTICIPANT EVENT WHICH CELEBRATES INVENTION, CREATIVITY AND THE STEAM DISCIPLINES.
- MAKERFX MAKERSPACE — A 6,000 SQ FT EDUCATIONAL CENTER WITH TOOLS AND TRAINING FOR MAKERS IN ORLANDO, FL.
- FISCAL SPONSORSHIP FOR HIGH SCHOOL ROBOTICS TEAMS





# HELP US GROW!!!

Robot Ruckus ensures that robot builders can learn, share, and compete together



## SPONSORSHIP

ROBOT RUCKUS IS LOOKING FOR FINANCIAL SPONSORSHIP AS WELL AS PARTNERSHIPS WITH BUSINESSES THAT PROVIDE RELEVANT GOODS AND SERVICES.

WE LOOK TO BUILD MUTUALLY BENEFICIAL RELATIONSHIPS WITH COMPANIES WHO ARE INTERESTED IN SHOWCASING THEIR PRODUCTS OR SERVICES IN A UNIQUELY COMPETITIVE STEM/STEAM EVENT.

ROBOT RUCKUS COSTS UPWARDS OF **\$20,000** PER EVENT TO PRODUCE. ARENA UPGRADES AND MAINTENANCE COSTS EXCEED **\$10,000** ANNUALLY. THE PREVIOUS EVENTS WERE MADE POSSIBLE THANKS TO THE SUPPORT FROM CORPORATE SPONSORS AND PRIVATE DONORS.

A HARDWORKING CREW OF VOLUNTEERS PERFORMS THE BULK OF THE ARENA UPGRADES AND MAINTENANCE. THIS VALUE IS NOT INCLUDED IN OUR ANNUAL COST. OVER **2000 HOURS OF VOLUNTEER LABOR** WAS CONTRIBUTED TO MAKE THE 2019 EVENT A REALITY.



# WANT TO PROMOTE YOUR BRAND?

## PRESENTING SPONSOR / LIVESTREAM SPONSOR



### PRIZE DONATIONS WELCOMED!

PUT YOUR PRODUCT IN THE HANDS OF  
YOUR TARGET MARKET!

## HEAVY ARENA NAMING RIGHTS



## INSECT ARENA NAMING RIGHTS





# REACH YOUR TARGET MARKET



## • **WHERE CAN WE DISPLAY YOUR LOGO**

- ON THE ARENAS PAINTED ON THE FLOOR OR WALLS IN CONSPICUOUS LOCATIONS THAT WILL BE VISIBLE TO LOCAL CROWDS AND STREAMING PARTICIPANTS.
- ON BANNERS THROUGHOUT THE PITS, PANEL DISCUSSION STAGE, AND CROWD AREAS.

## • **MENTIONS LIVE AT THE EVENT**

- HAVE YOUR COMPANY MENTIONED THROUGHOUT THE EVENT BY OUR PROFESSIONAL ANNOUNCER.
- SPONSOR KEY ACTIVITIES FOR EVEN MORE MENTIONS (PRIZE PRESENTATIONS, VIP AFTER PARTY, PANEL DISCUSSIONS).

## • **SOCIAL MEDIA PROMOTION OPPORTUNITIES**

- RECOGNITION AND SHOUT-OUTS ON SOCIAL MEDIA, INCLUDING FACEBOOK, INSTAGRAM, AND TWITTER.
- BE FEATURED THROUGH SPECIAL PROMOTIONAL VIDEOS ON YOUTUBE.

## • **ENTERTAINING EXTRAS**

- TICKETS TO VIP AFTER HOURS PARTY



# REASONS TO SPONSOR

- PROMOTE YOUR COMPANY AND INSPIRE THE FUTURE
- MARKETING OPPORTUNITY WITHIN THE INNOVATION, ENGINEERING, AND TECHNOLOGY COMMUNITY (STEM/STEAM)
- STRENGTHEN YOUR BRAND VISIBILITY AND PROMOTE YOUR PRODUCTS AND SERVICES THROUGH A UNIQUE PUBLIC PLATFORM
- INSPIRE TOMORROW'S GENIUSES
- HAVE YOUR COMPANY ASSOCIATED WITH A FAMILY-FRIENDLY EVENT.
- ALL DONATIONS GO TO A 501(c)(3) CHARITY AND ARE TAX DEDUCTIBLE.





# Contact us Today

GOT SPECIFIC SPONSORSHIP IDEAS OR GOALS IN MIND? GREAT, WE'D LOVE TO HEAR YOUR IDEAS.

JUST WANT TO GET INVOLVED? THAT'S GREAT TOO. OUR TEAM CAN WORK WITH YOU TO TRULY MAKE AN IMPACT. WE KNOW A THING OR TWO ABOUT IMPACTS.

[CONTACT@ROBOTRUCKUS.ORG](mailto:CONTACT@ROBOTRUCKUS.ORG)

