



2198 PARADIGM SHIFT

# SPONSORSHIP PACKAGE

FIRST AND VEX ROBOTICS COMPETITION

L'AMOREAUX COLLEGIATE INSTITUTE



# **L'Amoreaux Collegiate Institute**



**G. Dagonas**  
**Vice Principal**

**V. Nelson**  
**Principal**

**J. Stephenson**  
**Vice Principal**

November 12, 2014

Dear Sponsor:

I am writing to request sponsorship for the L'Amoreaux Robotics Program. Each year we participate in two major competitions involving thousands of students across North America and the world. Sponsorship makes that possible.

Our robotics program has grown over the years and presently includes 40 students from grades 9 to 12 who are now developing expertise in engineering, management, design, programming, and construction. These students come from multiple backgrounds: Chinese, South Asian, Caribbean and Middle Eastern and Europe, so our ethnically diverse school is representative of our community. As a member of our community we are asking you to sponsor the L'Amoreaux Robotics Program since it benefits all of our students and therefore our community now and in the future.

Last season, L'Amoreaux Robotics team, Paradigm Shift, qualified for the Ontario Provincial Vex Robotics contest after placing second in the Toronto Vex Robotics Contest. At the provincials we made it to the quarter-finals where we were defeated by the tournament champions. We also participated in the FIRST Robotics Competition and won the Greater Toronto East Regional. The Regional victory qualified the team for the FIRST Robotics World Championship in St. Louis, Missouri. Of the 400 teams that qualified for the World championship, we placed overall 46th in our division.

Our students are keen and are already preparing to return to the World Championship in both FIRST and Vex competitions for the 2014-2015 season. Our anticipated cost for the upcoming FIRST and Vex robotics seasons is \$20,000. We would greatly appreciate your financial support for our World Championship quest. Sponsorship helps to fund the cost of robot parts, entry fees, accommodation and transportation. In short, sponsorship ensures student and community success.

In appreciation for your support, we recognize your sponsorship through the use of your company's name on team uniforms, robots, and other promotional materials. In order that we can send you links to additional information about the First Robotics and the Vex Robotics competitions, please provide a contact email address.

Thank you again for your interest and support in helping to provide quality programs for our students at L'Amoreaux Collegiate Institute, in particular our Robotics team members. If you have any further questions, please do not hesitate to contact me. I can be reached at 416-396-6745 extension 20095. I look forward to hearing from you soon.

Sincerely,

Valerie Nelson  
Principal, L'Amoreaux C. I.

Grantley Blenman,  
Robotics Teacher



## TEAM 2198: PARADIGM SHIFT

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### WHO ARE WE?

Paradigm Shift is the FIRST and Vex Robotics team from L'Amoreaux Collegiate Institute. Since 2005, our rookie year, the team has reached out to over 14 competitions at the global level. With over 30 members, the team is dedicated to enhancing the skills of leadership, teamwork and business in all its members through the process of planning and developing a competitive robot. We encourage the FIRST mission to spread the education in STEM – Science, Technology, Engineering and Math.



The team sets an example to other schools through mentoring, and sharing our experience and knowledge. For instance, Paradigm Shift promotes robotics through information sessions and robot demonstrations to our feeder middle school, Sir Ernest Macmillan Public School. Through the welcomed help of our future sponsors, the team intends to extend its helping hand to other students in the Toronto District School Board.

The team's dedication, commitment, and gracious professionalism has been appreciated and recognized within the robotics community. On March 8th, 2014, Paradigm Shift 2198 became Regional Champions of the GTR East which allowed us to move onto the FIRST World Championship in St. Louis, Missouri, USA during the April of 2014, along with the best teams from around the world.

### FIRST THIS YEAR



This year, we will be competing in the GTR East competition in hopes to return to the World Championship in St. Louis. Using our experience and knowledge from the championship last year, we are hoping to improve and go further than we did in the past.

### FOR INSPIRATION AND RECOGNITION OF SCIENCE AND TECHNOLOGY (FIRST) - “A SPORT OF THE MIND”



The FIRST Robotics Competition is a unique sporting event that challenges the mind. The purpose behind the competition is to help high school students discover their interests and rewards of engineering and science. The rules are as follows:

Each year in January, a new game is announced. The challenges change each year, but the rules and guidelines

do not. Students are tasked with building a robot in 6 weeks, using the budget and resources available, while still complying with the specifications of the game.

However FIRST is not just about engineering. Students learn about business principles including: marketing, fundraising, business plans, presentation skills and management. Most importantly, FIRST builds people by awakening their inner talents, and helping them learn new skills.

#### KEY VALUES



We support a diverse and inclusive learning environment that allows each student to develop their own passion and contribute to the team given their own strengths and skills.

Gracious professionalism founded on the concept and mutual gain are not separate notions. Gracious professionals compete with high intensity, yet are helpful, respectful and kind to their competitors. They are always willing to go the extra mile to assist others with their know how and resources. This is the spirit of FIRST.

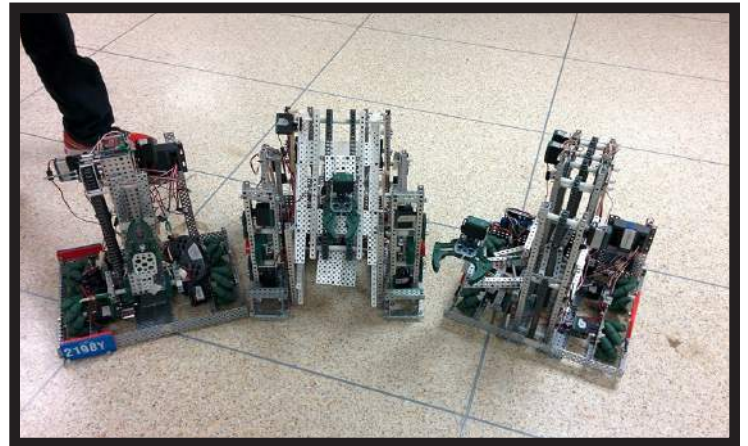
### WHAT IS VEX ROBOTICS ?

In the VEX Robotics Competition, presented by the Robotics Education & Competition Foundation, teams of students are tasked with designing and building a robot to play against other teams from around the world in a game-based engineering challenge. Classroom STEM concepts are put to the test on the playing field as students learn lifelong skills in teamwork, leadership, communications, and more. Tournaments are held year-round at the regional, state, and national levels; local champions go on to compete against the best in the world at the VEX Robotics World Championship each April!



### PARADIGM SHIFT AT VEX

This year our team, Paradigm Shift, entered 4 teams in the Vex Robotics game, Skyrise. The goal of the game is to score points and outscore the opposing alliance. We competed in the Toronto VRC qualifying event, the largest of its kind in Canada. Team 2198X placed first in the qualifying rounds and made it to the semifinals in the playoff matches, qualifying us for the provincial competition. Three of our four VEX teams will be competing in a second competition in hopes of qualifying at the provincial competition in St. Catherine's, Ontario on February 28th, 2015.



Last year, team 2198X competed in the provincials, making it to our quarter final matches. This year we are hoping to improve and go to the world competition for both Vex and FIRST.



### THIS YEAR FOR FIRST



This year's FIRST game is Recycling Rush. 2 alliances with 3 teams each are put against each other in an attempt to outscore their opponent. The game is played on a 54'3" long x 26'3" wide field with multiple scoring objects placed throughout the field. The game was revealed to all teams via a web-cast on Saturday, January 3rd. Teams were given 6

weeks to design, build, program, and test the robot before being sealed away until the game. To date Paradigm Shift has dedicated many hours of work in order to meet the Feb. 17 deadline for the robot build. We have been working into the evenings following our regular classes. When needed we even work during the weekend to meet the deadline. Our opportunity to qualify for and return to the FIRST Robotics World Championship takes place at the GTA EAST Regional at the Ontario Institute of Technology (UOIT) in Oshawa on March 12-14. Please come and see us in action if you can.

### WHY SUPPORT PARADIGM SHIFT?

- A great opportunity to strengthen reputation and community relations
- Helps create a pipeline for future interns and potential employees
- Motivates volunteer opportunities for employees as Mentors
- Helps our students realize and achieve their dreams and allow them to learn valuable skills that they will use in later life.
- Your contribution can help ensure that Canada's workforce will be full of strong technical talent for years to come.
- Extensive media coverage through Internet webcasts, television and/or radio interviews, and through our flyers at the competitions and other special events.

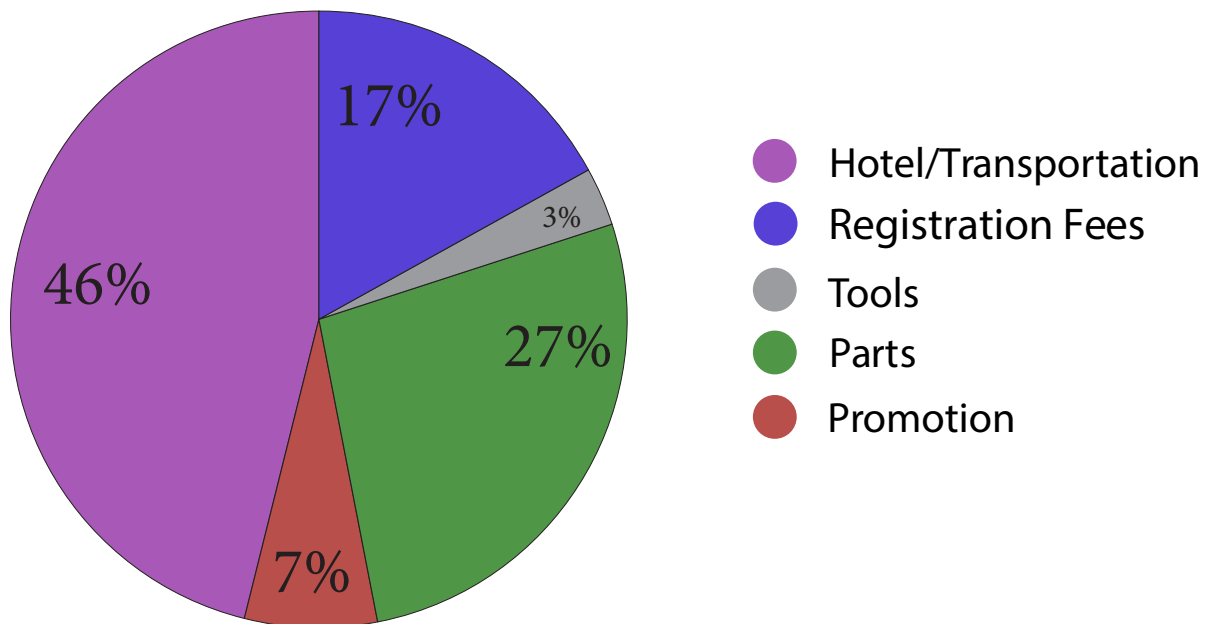
### ALL SPONSORS WILL RECEIVE

- A Paradigm Shift 2198 Newsletter emailed to your primary contact;
- Invitations to Special Events such as Kick-off, additional Regional Events and FIRST CHAMPIONSHIPS;
- Invitations to Promotional Events;
- Letter of Appreciation;
- Tax-exemption receipt upon request;
- Extra rewards as stated according to Sponsorship Levels and benefits chart on the following page

### WHAT WE CAN DO FOR YOU

Benefits	Platinum (\$5000 +)	Gold (\$1500-\$4999)	Silver (\$1000-\$1499)	Bronze (\$200 - \$999)
Website Recognition	250 x 250	250 x 250	250 x 250	text
T-Shirt Recognition	large logo	medium logo	small Logo	text
Robot Recognition	large logo	medium logo	small logo	none
Plaque	yes	yes	none	none
Certificate	yes	yes	yes	none
Banner Recognition	large logo	medium logo	small logo	text

### BUDGET DISTRUBUTION FOR COMPETITIONS



## TEAM 2198: PARADIGM SHIFT

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Thank you for considering team 2198 Paradigm Shift to sponsor. By sponsoring Team 2198 Paradigm Shift, you are supporting the team representing the entirety of the TDSB, as well as Toronto, at the Vex Provincial Competition in February of 2015 and at the FIRST Robotics competition in March of 2015.



If you are willing to sponsor the team, the cheque should be made out to the L'Amoreaux Excellence Fund with "Robotics Club" written on the memo line. Any donation should include a short note with a mailing address and full name written to receive a Tax receipt.

For any material donations, please ship to our club address:

Attention: Robotics Club  
L'Amoreaux C.I  
c/o Grantley Blenman  
2501 Bridletowne Circle  
Toronto, Ontario  
M1W 2K1

### Contact information

Telephone: (416)-396-6745

Fax: (416)-396-6753

E-mail: [2198Paradigmshift@gmail.com](mailto:2198Paradigmshift@gmail.com)

