



TAILORING YOUR MARKETING TO SPONSORS

(AND AVOIDING
COMMON MISTAKES)

PRESENTATION



2025



IDEAL SPONSORS

- 02** What does your team bring to the table that is valuable to them?

YOUR APPROACH

- 04** How do you structure your team's identity to be memorable?

ANNUAL RENEWAL

- 01** What types of businesses should care about your team?

YOUR VALUE

- 03** How do you approach potential sponsors to start the conversation?

BRANDING

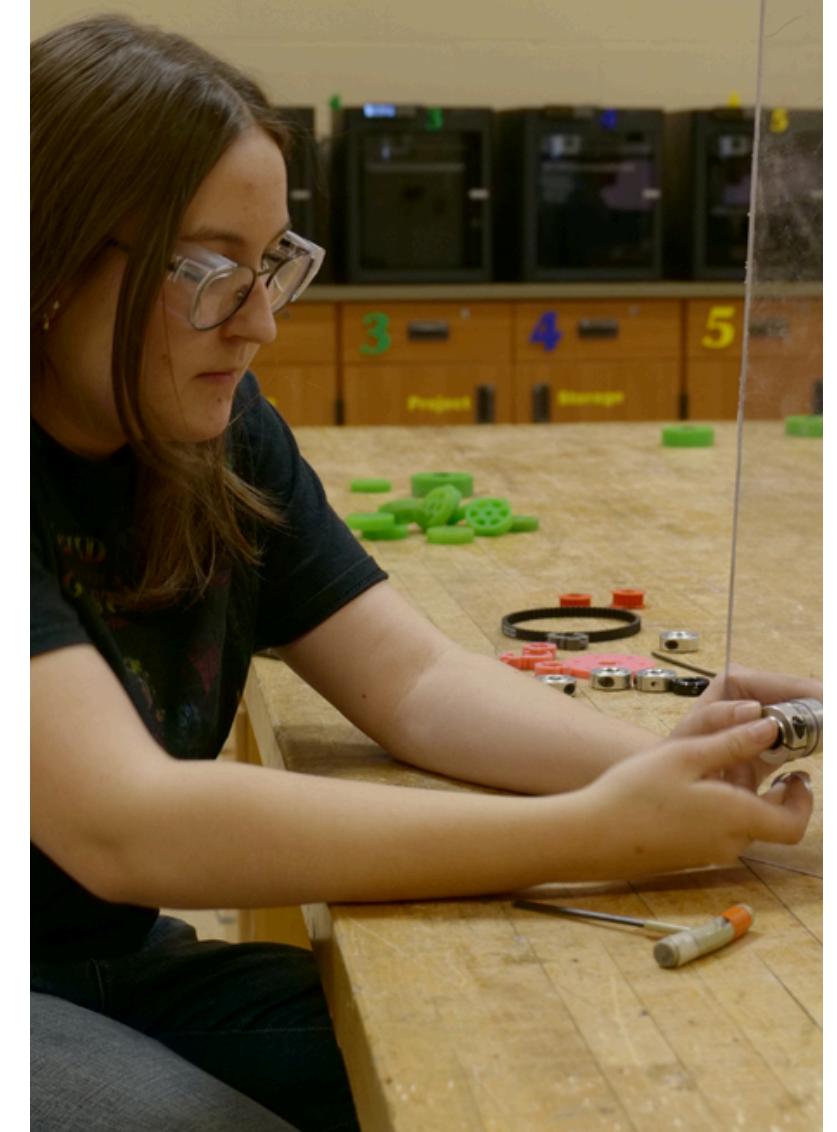
- 05** How to keep your sponsorships year after year?

WHAT BUSINESSES SHOULD CARE ABOUT YOUR TEAM?

(and who do you want to care about your team?)



“If you’re marketing to everyone, you’re marketing to no one.”



There are many businesses who could sponsor your team.

Some of the obvious ones are:

- Companies in science & engineering
- Companies in the trades skills

But don't forget about companies that aren't so obvious...

- Companies in real estate
- Companies in marketing & advertising

SO HOW DO YOU PICK WHICH COMPANIES TO TARGET?

You can decide this based on multiple things such as:

- Which companies are there more of in your area?
- Which companies are the most profitable and may have money to spend?
- Which companies align best with your team's mission and values?
- Which companies do you have more connections with?
- Which companies could you bring the most value to? (more on that in the coming slides...)

But it is important to pick things that align with both your team and the sponsor...



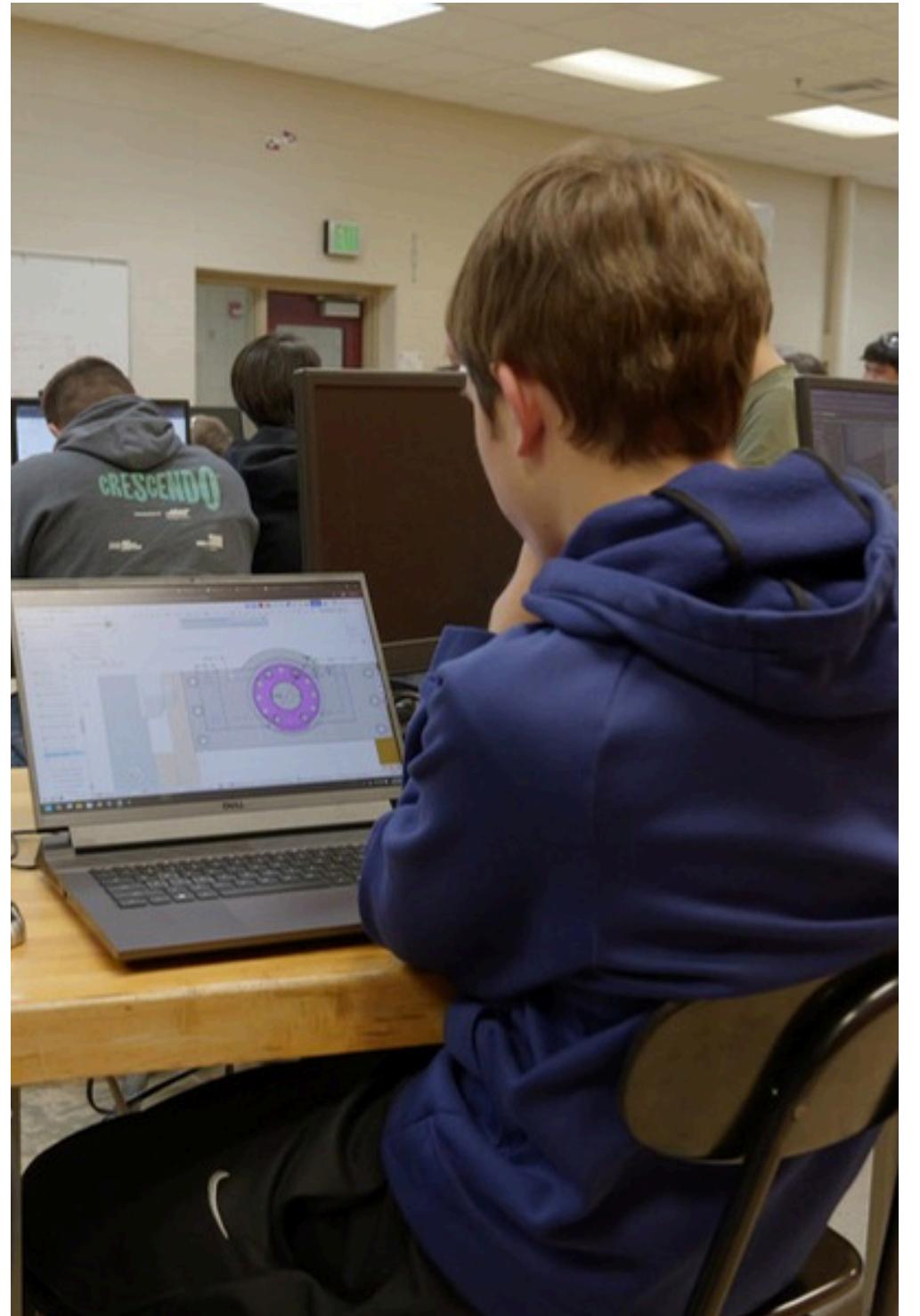
WHAT DO BUSINESSES WANT?

“Businesses want to solve problems within their business, and the more problems you solve, the more valuable you are.”

Sponsors/Businesses

- They need more visibility in their community
- They need help with company events they run
- They have funds they need to spend in order to get a tax break
- They need to increase their employee engagement within the company
- They need to nurture their pipeline of potential future employees
- They need more leads to potential customers they can sell their products/services to

The list is endless...





WHY SHOULD THEY PICK YOU?

There are many ways that businesses can solve their problems. The main question you need to ask yourself is...

Why are YOU the primary solution they should look towards to solve their problems?

What is your **UNIQUE ANGLE** that differentiates you from these other things? This is where we start marketing our FIRST robotics team to show why we are the best choice...

YOUR VALUE PROPOSITION

We are **<INSERT TEAM NAME HERE>** and we help **<SPECIFIC TYPE OF PERSON>** so that they can **<SOLVE SPECIFIC TYPE OF PROBLEM>**.

We do this by **<EXPLAIN HOW YOU SOLVE THE PROBLEM>**.

You could do **<INSERT SOME OTHER THING THAT SOLVES THIS SAME PROBLEM>**, but the reason why you should choose us is because **<INSERT YOUR UNIQUE ANGLE>**.

OPTIONAL: Here's what you should do next.

I am **Marketing Robots** and I help **FIRST Robotics teams level up their marketing** so that they can **gain more awareness in their community, gain more sponsorships & funding, and ultimately grow their programs.**

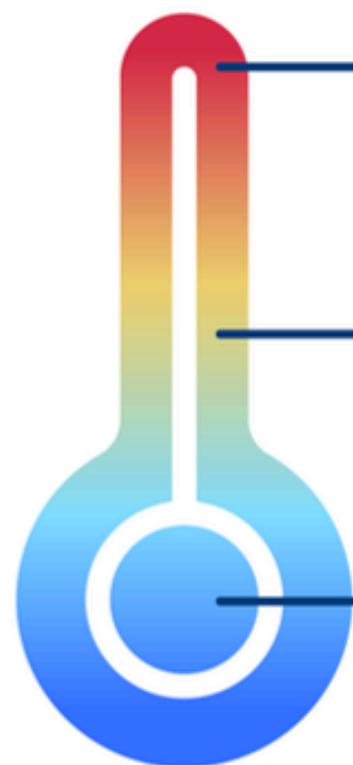
I do this by **breaking down marketing concepts into easy to understand videos on social media.**

You could **YouTube all the concepts I teach, read tons of marketing books, or even take online courses that teach marketing, but none of them will understand the unique experience that is FIRST Robotics.** The reason why I'm different is because **I've been a FIRST Robotics coach since 2018 and I've seen first hand how better marketing can help grow a robotics program.**

So if that's something you'd like for your program, subscribe to my YouTube channel and follow my social media pages.

SO, HOW SHOULD YOU BEGIN A CONVERSATION WITH A POTENTIAL SPONSOR?

Hot, Warm, or Cold: What Does a Lead's Temperature Mean?



Hot Leads

Qualified sales-ready leads.
Primed to make a purchase.

Warm Leads

Have expressed interest in your solution.
Receptive to outreach from your sales team.

Cold Leads

Unfamiliar with your solution.
No prior interaction with your brand or team.

Hot Leads

- Businesses who already know who you are and what you do
- They have interest in what you do and align with it
- They have money they are ready to give away, you just need to ask

Warm Leads

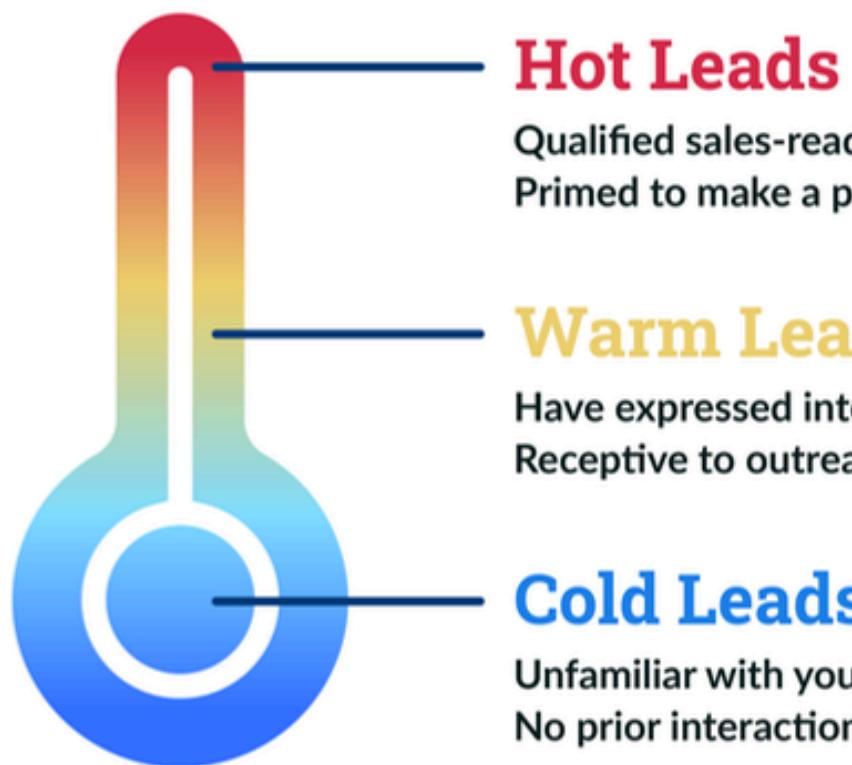
- Businesses who know of your team and a little bit of what you do
- They think what you do seems cool, but they don't fully know all the details
- They could be willing to give you money, but you need to do some explaining/convincing before they can make a decision

Cold Leads

- Businesses that don't know who you are
- They have no idea what you do besides "robotics"
- They are very unlikely to give you money since they don't have a reason to do so

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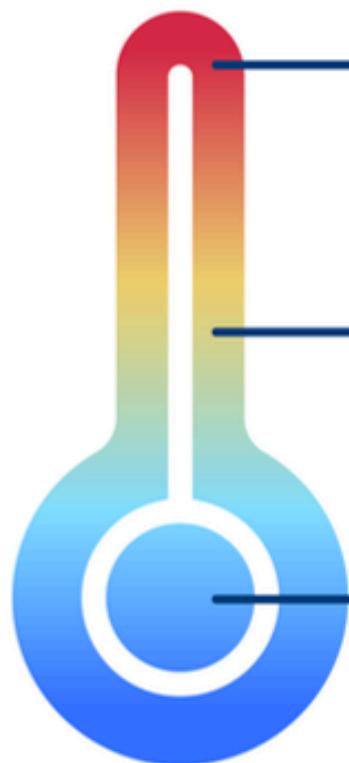


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You are probably
starting here

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**But you really want
to be starting here**

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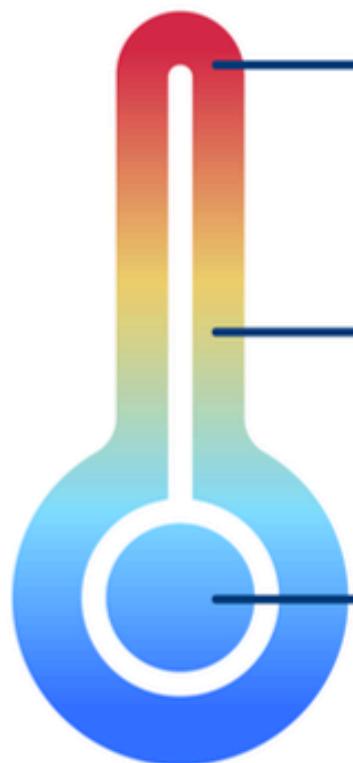
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To get them here

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**So how do you do
that?**



FIND SOMEONE WITHIN THE BUSINESS YOU HAVE A CONNECTION WITH TO START TALKING TO

By starting with someone you already know, they will be a **warm lead** instead of cold one.

It is harder to find **hot leads** with no prework. Most leads need be nurtured from **cold**, to **warm**, to **hot**.

OTHER WAYS TO CREATE WARM/HOT LEADS



Utilize social media effectively

- Half the battle is getting the business to know who you are BEFORE you contact them
- The best way to do that in this day and age is by using social media
- Create content on a consistent basis that explains who you are, what you do, and what makes you special

START BY SCHEDULING A DISCOVERY CALL

- Reach out by email
- State who you are
- State that you believe there could be some value for a potential sponsorship
- You primarily want to learn more about their business first and how they operate
- Ask them questions to learn what problems they are facing in their business

The purpose of this call is to learn, NOT to get a sponsorship.



SCHEDULE A FOLLOW UP MEETING TO DISCUSS SPONSORSHIP

If you believe there could be value for the business to sponsor your team after your discovery call, schedule a follow up meeting to discuss what that could look like.
(this could take multiple meetings)

Getting a sponsorship where there is no value for the business will only lead to short lived sponsors, NOT sustainable year after year support (which is our goal)



ROLE PLAY TIME

Business owner: I own a medium sized business who makes electric motors and gearboxes for various types of machinery. I have no idea what FIRST Robotics is.

Student/Mentor: I know this business could be a potential sponsor to my team because we can both bring value to each other. Our students are their future employees and they have materials and/or funding our team could use. This business is also in my area, so it would increase their goodwill in the community to sponsor my team.

HOW DO WE START THE CONVERSATION?



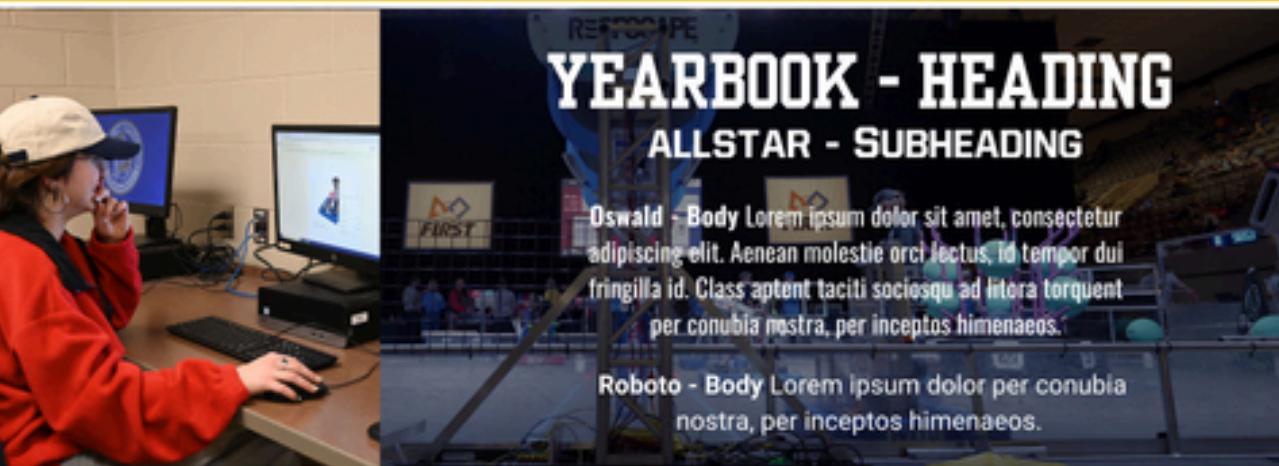
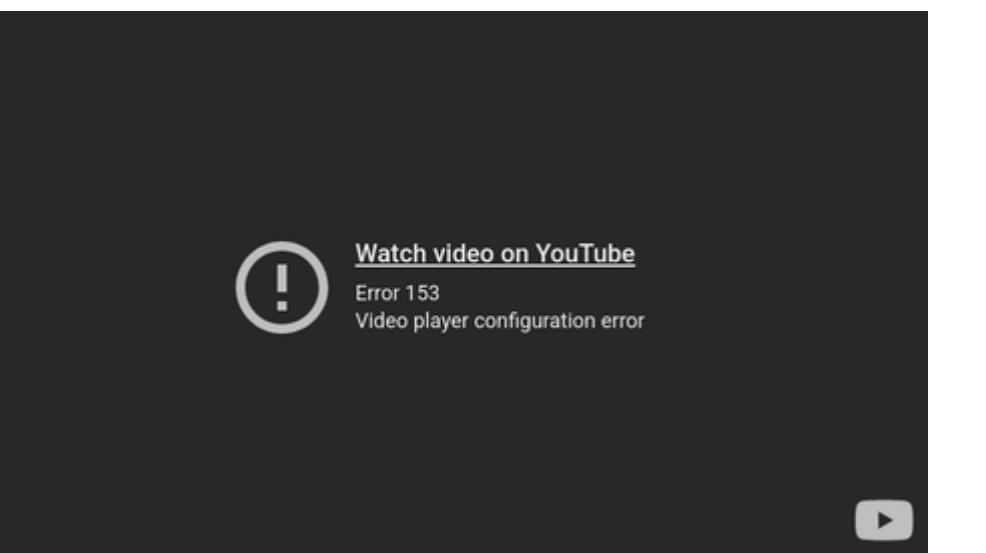
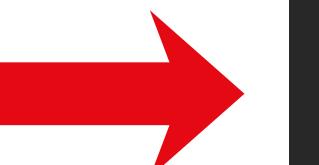
CREATE CONTENT THAT IS CONSISTENT ACROSS PLATFORMS

Start by creating a brand board

This can help your team:

- Create content with a consistent look
- Clarify for everyone on your team what your team's identity looks like
- Be helpful for sponsors if they want to share information about your team

Check out my video on
how to make this



ONCE YOU'VE GOT THE SPONSORS, KEEP THEM YEAR AFTER YEAR

"The key to getting sponsors that want to support you year after year is to build a relationship where the sponsor feels like they are a partner and not just a piggy bank"

Ways to make your sponsors feel valued

- Help them fix the problems you learned about in the initial discovery call
- Share information with them on a consistent basis so they feel like they are a part of your team
- Show your appreciation and thankfulness for their support
- Every year see how you can be even more valuable to your sponsor by learning about new problems they have that you could help with



THIS IS ONLY THE BEGINNING...

Effective marketing utilizes many different tools, if you want to learn more

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THANK YOU

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