



Greetings Prospective Sponsor,

The Leadership Team of Iowa State University Vex U Robotics Team would like to cordially invite you to contribute to our cause. We are a Iowa State University Club dedicated to fostering innovation and providing opportunities of STEM education among ISU students and community members, with a particular focus on VEX Robotics.

A major piece of our mission is our competitive VEX U robotics team, which provides a unique platform to explore the fascinating world of robotics, engineering, and problem-solving. Through hands-on experiences, teamwork, mentorship, and competition, we aim to provide a learning experience for members of the club and the surrounding community at large.

To continue to offer this exceptional learning opportunity to our students, we are actively seeking sponsorship from esteemed organizations like yours. By partnering with the Iowa State University Vex U Robotics Team, you will not only contribute to the growth and development of our club but also support the education of individuals in our community.

Here are a few reasons why your sponsorship can make a meaningful impact:

1. Access to Talent: You will gain direct access to a pool of talented and motivated students passionate about robotics and engineering.
2. Brand Visibility: As a sponsor, your organization will receive prominent recognition and visibility throughout our events, promotional materials, and competitions.
3. Corporate Social Responsibility: Through your support you are demonstrating your commitment to education and the advancement of STEM and Robotics subjects within our community.

We firmly believe that our mission aligns with your organization's expertise and resources and kindly request you to consider partnering with us through a sponsorship that suits your capabilities and objectives. Your donation, a portion of which may be tax deductible, will allow us to continue our operations and provide life changing opportunities to our youth.

Sincerely,

Andrew Jesus & Caden Klopfenstein,

*Outreach Co-Leads, Iowa State VEX U Robotics Team*

## Our Program

The Iowa State VEX U Robotics Club is an Iowa State University Club that strives to provide STEM opportunities and further STEM education to all students regardless of level of knowledge or socioeconomic status. One such avenue is through our competitive robotics team. We introduce and foster students' knowledge of various soft skills (teamwork, documentation, communication, networking, etc.) and hard skills (CAD, programming, design). Robotics is a fun, engaging, and hands-on activity where students of all skill levels will thrive!

The Iowa State VEX U Robotics Club prides itself on our ability to educate members on and off the team. One such path is through High School mentorship. Currently, the Iowa State Vex U Robotics Club actively mentors high school teams to further educate and provide new and enriching opportunities to students of all skill levels.

The Iowa State VEX U Robotics Club engages itself with numerous volunteer opportunities. One such opportunity is through volunteering at VEX U tournaments. VEX U tournaments rely heavily on volunteers to make events successful and efficient. The Iowa State Vex U Robotics Team Prides Itself greatly on our ability to volunteer at these events and beyond.



*Micah Schaffer (Mechanical Lead)  
as MC in the 2023 Omaha Turnomanet*



*Shawn Pelchat (Software Lead)  
Mentoring a High School Team*

## Vex U

In VEX U, teams of college students design, build, and program robots to compete in a specific game or challenge that changes each year. The competition is organized by the Robotics Education & Competition (REC) Foundation. Participants use the VEX EDR (Educational Design and Robotics) platform, which includes a variety of hardware components, including the VEX Robotics kits and electronics.

Teams are required to strategize, collaborate, and innovate to create robots that can perform specific tasks outlined in the competition game. The VEX U competitions aim to foster creativity, problem-solving skills, and teamwork among university students while providing hands-on experience in robotics engineering.

Each year, the competition introduces a new game, and teams must adapt their robots to meet the challenges posed by the game's objectives. This dynamic aspect of the competition keeps participants engaged and encourages them to continually improve their robot designs and programming skills. VEX U competitions are part of a broader effort to promote STEM (Science, Technology, Engineering, and Mathematics) education and provide students with practical experience in engineering and robotics.

# Sponsoring our Organization

Sponsors for our organization are divided into four tiers, based on their contribution to the organization for the season. The sponsorship applies from the time of agreeing on contribution until the new season begins (May 1st, 2024). Value of in-kind contributions (equipment, parts, beverages, food, team attire, etc.) are included in the contribution amount for these purposes.

	Platinum	Gold	Silver	Bronze
Amount	\$4,000+	\$2,500+	\$1000+	\$500+
Team Presentations	✓	✓	✓	✓
Logo on Digital Media	✓	✓	✓	✓
Competition Banner	Large Logo	Medium Logo	Small Logo	Company Name
Outreach Banner	Large Logo	Medium Logo	Small Logo	Company Name
Logo on Website	Personalized Section	Large	Medium	Small
Logo on Apparel	Prominent on Two Locations of Choice	Large on Back	Medium	
Robot	Prominent	✓		

# Exposure

We expect the vast majority of sponsor branding exposure to come from three main areas:

## Exposure at the World Championships

The VEX Robotics World Championships, held annually in Dallas, TX by the RECF, is attended by over 30,000 students (elementary school through college/university), as well as parents, educators, and other adults. It holds the Guinness World Record for largest robotics competition. Sponsor branding on logos and media presented in our team pit will be seen by many of the attendees as well as thousands of live online viewers.

## Exposure at our Events

We intend to host several robotics tournaments throughout the school year. These range in size from small scrimmages to over 100 teams. Robotics tournaments are designed to allow students to showcase their work and to learn in a constructive environment. Students, parents and educators will be in attendance, making for a great opportunity to showcase our sponsors!

## Exposure in our Outreach

Our outreach includes but is not limited to: social media, educational videos and presentations, and mentorship material. We will include sponsor logos in all such outreach, as described in the table above, providing an opportunity to reach a larger, more diverse audience.

# Contact

For more information or any questions feel free to contact [cklop@iastate.edu](mailto:cklop@iastate.edu) and we would be more than happy to answer or set up a meeting for further discussions.