

## Business transition meeting

Sasha Hydrie

**Present:** John Lavik, Hannah Scheffler, Daniel Ninow, Kenny, Sophie Le Meur, Simon Mulrooney, Sasha Hydrie,

### Leadership Change

Simon for business captain, Jack for outreach.

### Speaking Points

- 3M Grant
- What Sophie does
- Hannah Mentorship
- Sponsorship Desire
- Future Grants
- URL

### Task Assignments

- Charlie: PTC Grant, university club
- Simon: Sponsor thank-you's.
- Sasha: TBA sponsor parser, contact Jack about summer camp outreach

### Business Facts:

- Sponsorship Tiers:

Name:	Donation	Benefit
Big Ben	10000+ USD	Personal tour at competitions, personal invitation, recognition.
Grandfather	6000-9999 USD	Logo on pit, large on robot and t-shirt.
Mantle	1000-5999 USD	Logo on shirt and bot.
Pocket Watch	250-999 USD	Name and logo on website. Thank you card signed by team.
Hourglass	50-259 USD	Thank you note.

- Offseason Newsletter:
  - Explain robotics processes
- Weekly WebEx meeting, Mondays 400-430.

### 3M:

- Change announced, no details yet. People to contact:
  - Person at district to contact
  - Director of MN first, Mark Lawrence.

### What Sophie Does:

1. Arranges contact with sponsors
  - Invite sponsors to all events
  - Offer presentation
  - Midway Men's Club likes invitations
  - Gets dragged into outreach
  - Knows sponsors

**Sponsorship Desires:**

1. Money
2. Laptops
  - Best Buy
3. Laser-Cutting
4. Printing

**TODO:**

1. Integrate social media.
  - Instagram and Twitter for students.
  - Facebook for family.
2. Reach out
  - Commonwealth
  - US Bank
  - Ameriprise
  - Affinity Plus
  - [sponsor list...]
3. Inform sponsors that Simon is in charge now, introduce and provide contact point
4. Contact Boys and Girls club about camp
5. CRM for team management
6. Consume outreach
  - Outreach protocol
7. Sponsorship purposes, campaigning for something specific
  - For example “Give money, need laptop.”
  - Escape clause.
8. Make sponsorship desire list.
9. Every single benefit we offer to companies.