

COSMIC SPARK 16093

FIRST科技挑战

赞助企划书

2025



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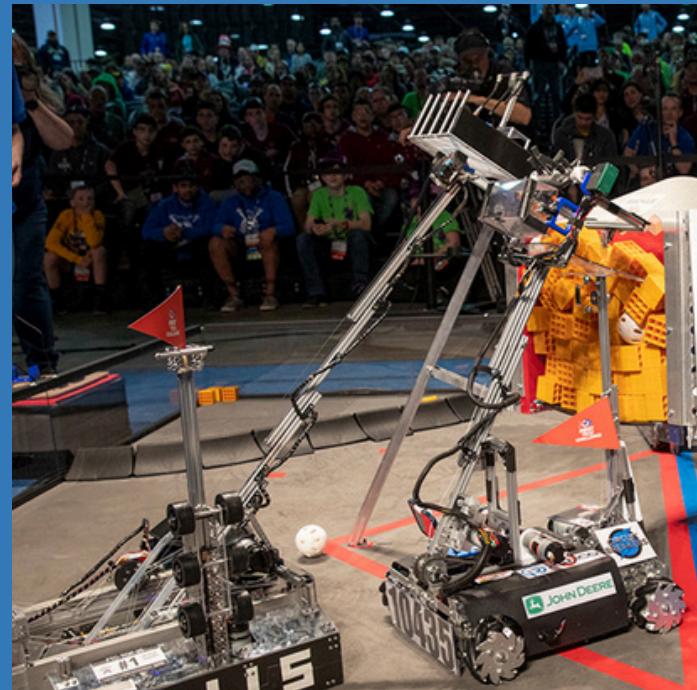


FIRST科技挑战介绍 (FTC)

FTC (FIRST® Tech Challenge) 是项针对全球初高中生科技挑战赛，是全美规模最大、规格最高的机器人赛事。在全球范围内，每年约有25万名学生参加。

主办方为全球知名、倍受瞩目的机器人教育组织 FIRST，有35年的历史的非盈利机构。超过200家财富500强的公司为 FIRST 及其团队提供资金和相关指导。

FIRST秉持“高尚的专业精神”和“合作与竞争”并存的理念，致力于培养团队合作、演讲技能、商业意识等能力，激励青少年追求科学、技术、工程、数学、商业等领域的机遇，培养成为科学技术和制造业等产业的未来领袖。



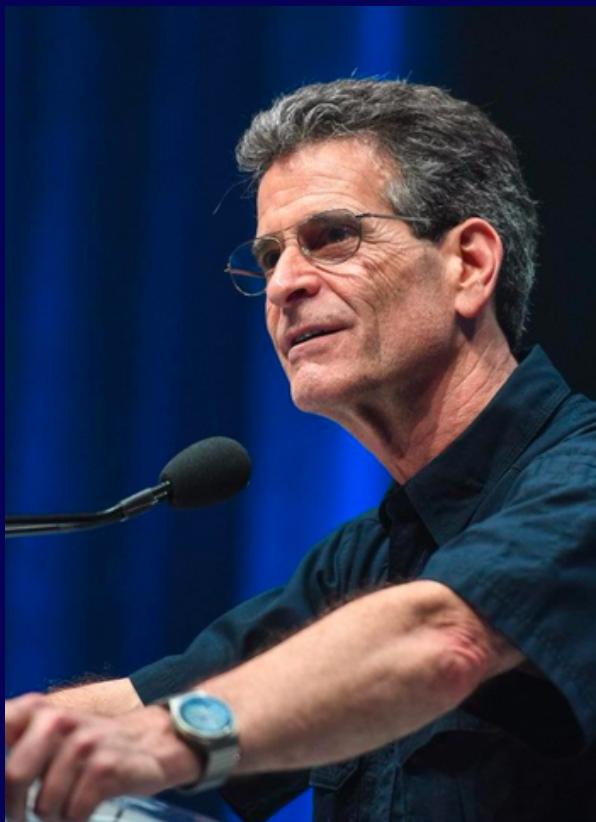
FTC比赛 图片源于FIRST网站

FTC世界影响力

FTC比赛被众多国际性组织重视，具有广泛的国际影响力。

主办方 **FIRST** 至今已覆盖上百个国家与区域，超过200家财富500强的公司为 **FIRST** 及其团队提供资金和相关指导。

FIRST 系列比赛是全世界范围影响力最大的机器人比赛，在中国是多数青少年接触的第一个机器人比赛。全球参加比赛的青少年每年共66万人，来自59个国家，2023年的世锦赛有高达5万人来到现场。



FIRST & 赛格威创始人狄恩·卡门
工程师、发明家和商人。他以发明Segway和BOT以及与Woodie Flowers一起创立非营利组织 **FIRST**而闻名。拥有超过1,000项专利。

关于我们



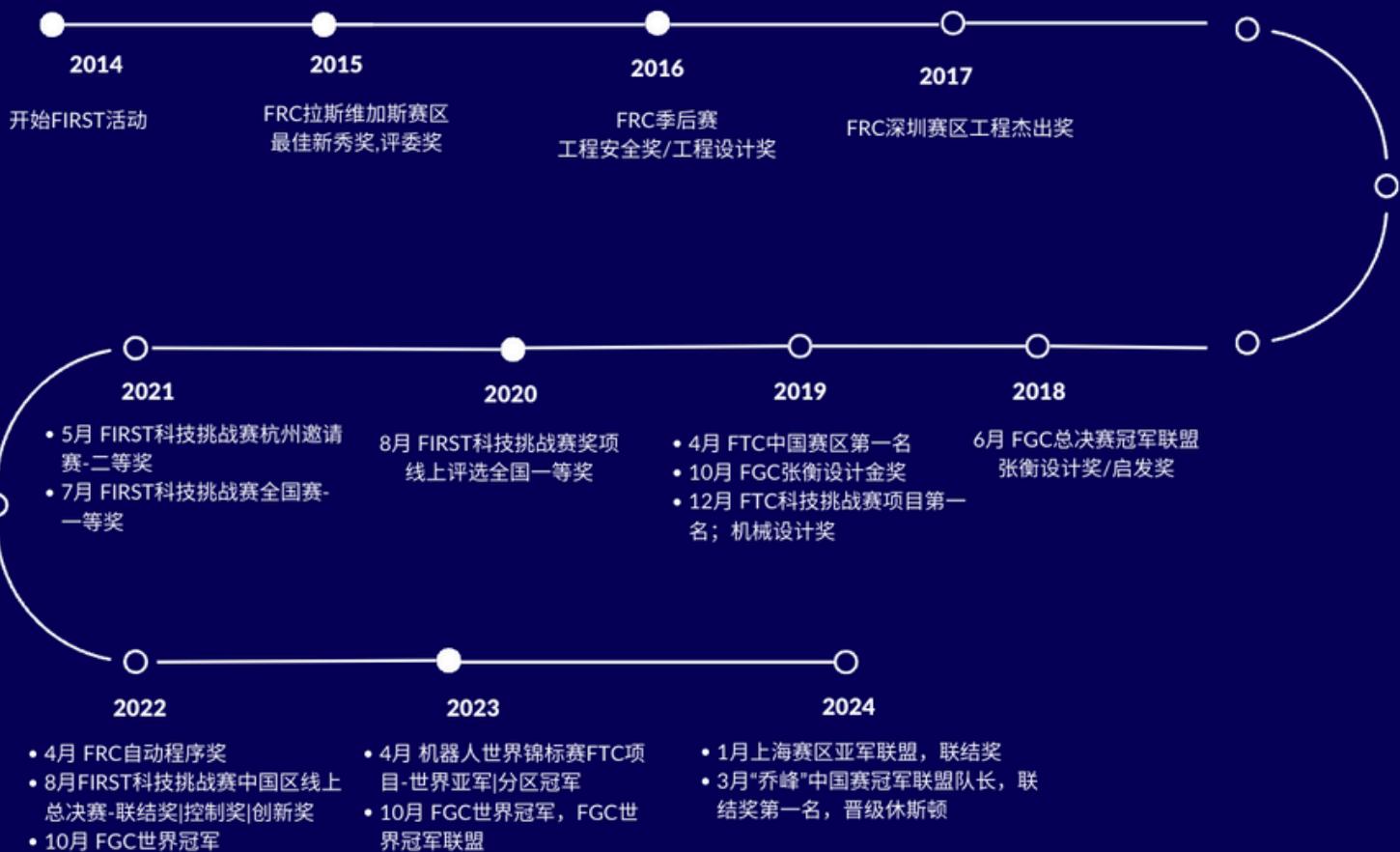
拥有悠久历的北京十一学校FIRST机器人队，薪火相传，风雨同舟，今年是它的第十一年

Cosmic Spark 16093经校内严格选拔，由具备各方面综合能力的十五位学生与两位经验丰富的指导老师组成。

- 2025 FTC中国区郴州资格赛 激励奖第二名、亚军联盟队长
- 2024 FTC中国区重庆资格赛 创新奖第三名
- 2024 FTC中国区上海资格赛 联结奖第一名、亚军联盟
- 2024 FTC中国区“乔峰”赛获得晋级休斯顿名额，冠军联盟队长、联结奖第一名

2024年12月20-23日我们将参加中国区郴州资格赛

北京十一学校FIRST传承



赞助价值

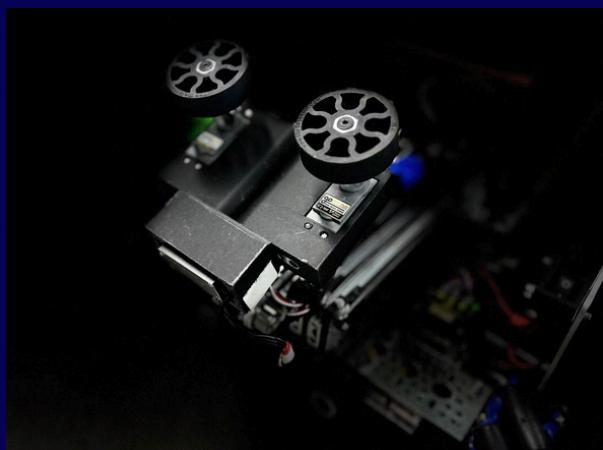
我们在 FTC 比赛中与来自全世界的优秀中学生、工程师和科学家竞争和互动，我们的机器人、队服、宣传材料、社交媒体中可以展示赞助商徽标和产品，为贵公司在FIRST全球社区中做宣传，帮助贵公司开拓海外市场，吸引优秀人才。

收到赞助，我们还可以：

- 在赛事的各项国际国内媒体的采访中提及赞助商的帮助
- 邀请赞助商来 FTC 比赛现场
- 在比赛现场我们队伍的专属区域中悬挂感谢赞助商的标语及装饰，该区域一般也是场馆人流量最大的区域，为各国选手，赛事组委会成员，志愿者，媒体，以来访的各企业团体的主要活动区域。
- 为贵公司所在的社区提供关于机器人比赛的培训和交流
- 为贵公司的产品提供反馈

赞助实例

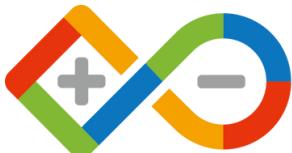
全球领先的3D打印公司拓竹科技赞助了我们一台高配的X1打印机，我们用它制作出了优秀的抓取结构。同时，我们将打印机带到国赛，吸引众多观众的兴趣，大家都对它的打印速度和质量赞不绝口。



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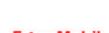


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我们非常欢迎，并期待就具体宣传内容进行进一步交流

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- 品牌及 logo 印制在比赛中的海报上。
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- 包含 Silver Sponsor 所享所有权益。

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媒体报道

ROBOT TEAM LEADS THE WAY

China clinches gold as part of international student alliance in competition at the home of the Olympics. **Cheng Yuezhu** reports.

Athens, a city in Greece steeped in Olympic history, once again welcomed a global gathering of young talent last month. This time, it wasn't athletes but young innovators representing 193 countries and regions, who converged for the 2024 FIRST Global Challenge.

Representing Team China in this annual international robotics competition was a group of 13 senior middle school students, who demonstrated their technological ingenuity in an arena of friendly competition and intercultural exchange.

After 18 matches over three rounds between Sept 26 and 29, the team brought home multiple accolades. They clinched gold as a member of the FIRST Global Winning Alliance alongside Moldova, Madagascar and the Cook Islands, the second consecutive year Team China has won the prize. They also won bronze in the Albert Einstein Award for FIRST Global International Excellence, and bronze in the FIRST Grand Challenge Award.

Hosted in a different country each year, and this year in its eighth iteration, the FIRST Global Challenge invites youth from around the world to represent their country or region. Each team programs and builds a robot to complete tasks related to a pressing global issue, such as climate change or energy production.

This year's theme was Feeding the Future, which tasked the competitors to design robots capable of simulating sustainable food production processes, and come up with technological solutions to improve global food security.

"If we hope to protect the natural environment and reduce the pressure on food production, we must conserve food and develop more sustainable ways of crop cultivation," says Zhang Junshu, a 16-year-old student at the Beijing National Day School, and a member of the Chinese team.

Another member, 17-year-old Zhao



Left: The Chinese team members, all from Beijing's senior middle schools, participate in the event with students from other countries.



Right: The Chinese team designed a robot to compete in the competition's tasks centered on sustainable food production.

Wenjin, from the High School Affiliated to Renmin University of China, believes that robotics has vast potential use in agriculture and livestock farming. "Robots can substantially increase both quantity and quality of food products, contributing to sustainable food production. Robotics and artificial intelligence technology can also play a crucial role in reducing waste," Zhao says.

The students designed a robot shaped like a 50-centimeter cube to complete the task. In the matches, the team was required to make their robot transport green balls, representing energy, and blue balls, representing water, into designated containers. When both were placed in the correct containers, they produced yellow balls representing food, which then had to be transported to another designated area to score points.

Zhao says that the most impressive moment came in the final stage of each match, when the robots had to mount a balancing platform for bonus points. The more robots that successfully mounted, the higher the bonus points for both alliances, which means that collaboration was necessary if all robots were to balance on the platform successfully.

"Our team designed badges and stickers with prints of pandas and other well-known animals. Before the competition, we communicated with other teams, and talked about

As beneficiaries of China's initiative of promoting scientific literacy, our students now shoulder part of the responsibility of promoting technology education. We hope their influence will help mobilize more social resources to advance science and technology education across China."

He Xuguo, Chinese team's mentor

with our opponents. I remember that before the final match, our alliance and our opposing alliance cheered each other on, hoping that we could all successfully get onto the platform," Zhao says.

These moments of teamwork and friendship beyond alliance lines prevailed throughout the competition. Before going to Greece, the team held online meetings with other teams, during which they introduced the Chinese food, art and famous historical sites.

"Our team designed badges and stickers with prints of pandas and other well-known animals. Before the competition, we communicated with other teams, and talked about

China's landmarks and cultural heritage. The interactions were wonderful," Zhang says. "Every team brought their own personality and warmth. They told me about their cultures, and we exchanged cute accessories. It was memorable."

Chinese team members frequently offered help to other teams in need. Wang Boqian, a 17-year-old from the Beijing No 4 High School, spoke of a touching episode that left him with a deep impression.

"Due to visa issues, most members of Team Afghanistan couldn't make it. Only a 14-year-old girl, her mother and a mentor were able to attend. Since they needed four members — two drivers, a coach and a human

player — I didn't hesitate to join as their human player, and modified the controls so that the girl could operate the robot alone," Wang says.

The day before the competition, judges found that Team Afghanistan's robot exceeded the size limit, and disassembled it. Since the girl lacked mechanical knowledge, the Chinese participants helped solve the problem, and reassembled the robot, making sure it could compete.

Throughout the competition, Wang balanced helping the Afghan team with supporting his own. "In the final qualification match, Team China and Team Afghanistan were paired as teammates, with me joining Team Afghanistan. It was an unforgettable experience. I never thought I'd be competing representing two countries," Wang recalls.

The Chinese team's mentor He Xuguo, who has been in charge of FIRST Global Challenge matches in China since 2017, was recognized with an Outstanding Mentor award. He says that he is more like a team member than a supervisor, and stresses the students' independence and innovation.

"At first glance, the robot might seem beyond the capacity of high school students to make, but looking at their notes, you can see how it

grew into its final form. Each subsystem went through at least four iterations," he says.

In addition to the fundamental skills of robot design and construction, robotics contests are also a test of teamwork, empathy, creativity and originality.

He says that it is essential to prioritize creativity over rigid instruction. While allowing the students to take ownership of their projects, he offers guidance to assesses the feasibility of their ideas, and manages the schedule to help them realize their vision.

Outside the competition, the team remains committed to sharing their successful experience and to facilitating robotics activities.

"We open-sourced our robot's code and designs immediately after the competition, in the hopes of helping more teams engage in technological activities," He says.

After returning to China, they have developed plans to help robotics clubs make progress, including creating and publishing tutorials on social media platforms, and reaching out to socially responsible companies to engage in STEM (science, technology, engineering and mathematics) activities.

"Competing alongside teams from over 190 countries and regions allowed the students to see the world's disparities and the different levels of educational resources. Our students come from Beijing's premier schools and have access to exceptional educational opportunities, and this competition has broadened their horizons," He says.

"As beneficiaries of China's initiative of promoting scientific literacy, our students now shoulder part of the responsibility of promoting technology education. We hope their influence will help mobilize more social resources to advance science and technology education across China."

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Chinese team wins robotics competition

By Cheng Yuezhu | chinadaily.com.cn
Updated: 01:16 pm (GMT+8) Oct 8, 2024



Group photo of the China team. [Photo provided by chinadaily.com.cn]

At the 2024 FIRST Global Challenge, a robotics competition hosted from Sept 26 to 29 in Athens, Greece, the China team comprising students from several Beijing secondary schools became part of the FIRST Global Winning Alliance alongside Moldova, Madagascar and the Cook Islands.



中国中学生夺得机器人全球挑战赛冠军

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日前，在希腊雅典举行的第八届机器人全球挑战赛上，由北京多所中学学生组成的中国代表队和来自190个国家和地区的青少年们展开角逐，经过3轮赛事18场比赛，最终再次成为世界冠军联盟中的一员，取得赛事历史性的二连冠。同时，中国队还首次摘得阿尔伯特·爱因斯坦国际卓越奖。