



//2023

RHawks

Sponsorship Packet

Hunter College High School's Robotics Team

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THE ROHAWKS!



The RoHawks is Hunter College High School's robotics team. We create an industrial-size robot each year to compete in the FIRST Robotics Competition (FRC) for grades 9-12. By building a robot to compete in exciting competitions, our team teaches valuable hands-on STEM education to high schoolers. This year we hope to gather the resources to create another large robot to compete in the FIRST Tech Challenge (FTC), a competition for grades 7-12, in order to extend our program's STEM education to middle schoolers.

The team meets year-round and functions like a small business with different sub-team groups that handle everything from marketing and fundraising to programming, mechanics, and electrical work through a mentorship model.

What is **FIRST**?

FIRST (For Inspiration and Recognition of Science and Technology) was founded in 1989 to inspire young people's interest in science and technology. Based in Manchester, NH, the 501(c)(3) not-for-profit organization designs accessible, innovative programs that motivate young people to pursue education and careers in STEM while building self-confidence, knowledge, and life skills.

FIRST Robotics Competition (FRC) is called the ultimate Sport for the Mind. Under strict rules, limited resources, and an intense time limit, teams of students are challenged to raise funds, create a team "brand," hone teamwork skills, and build and program an industrial-size robot to play a complex field game against like-minded competitors. It's as close to real-world engineering as a student can get. Participants call it "the hardest fun you'll ever have."

FTC is a scaled version of FRC that accommodates size and resources more readily available for most high schools, yet still holds a challenging and exhilarating competition. Like FRC, students have limited resources and a strict time constraint to secure funds, craft a team identity, and collaborate to design, craft, and program a robust robot that plays a complex field game. FTC is another experience that introduces students to real-world engineering.

Our Philosophy

We believe learning should be enjoyable and accessible.

By collaboratively building a robot that participates in fun and exciting competitions, we strive to teach our students while ensuring they have the time of their lives.

Our team has no barrier to entry. We teach new students the skills necessary to build our robot and participation is entirely cost-free. Every student has a place in our team, regardless of their gender, race, sexuality, socioeconomic status, or prior STEM experience.



Our Roots

The RoHawks was founded in 2009 at Hunter College High School, New York City. Our team was created to provide students with hands-on STEM education that goes beyond the limitations of traditional classroom learning. We have participated in FRC (grades 9-12) every year since our founding.

What's New?

This year, we're hoping to participate in FTC (grades 7-12) to bring STEM education to middle school students. Our school has no engineering classes, and its first exposure to computer science is one class in ninth grade, after other subjects have had over two years to interest students.

By introducing exciting STEM competitions to middle schoolers, we ignite their interest in STEM early, enabling them to explore it before committing to a career path.

If we acquire the funding, this will be our first year participating in FTC. We need your generous support to bring hands-on STEM education to our middle schoolers, igniting their interest in STEM from an early age.

Pictured are the captains of our FTC team!





Accomplishments



2022

- Woodie Flowers Finalist
- Excellence in Engineering Award

2021

- General Motors Industrial Design Award

2020

- FRC Excellence in Engineering Award

2019

- Xerox Creativity Award
- Rockwell Automation Innovation in Control Award

2018

- Motorola Solutions Foundation Quality Award
- Rockwell Automation Innovation in Control Award

2017

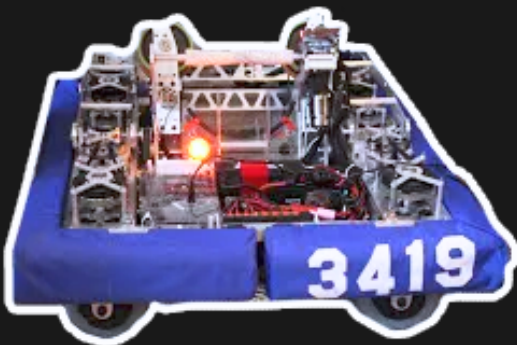
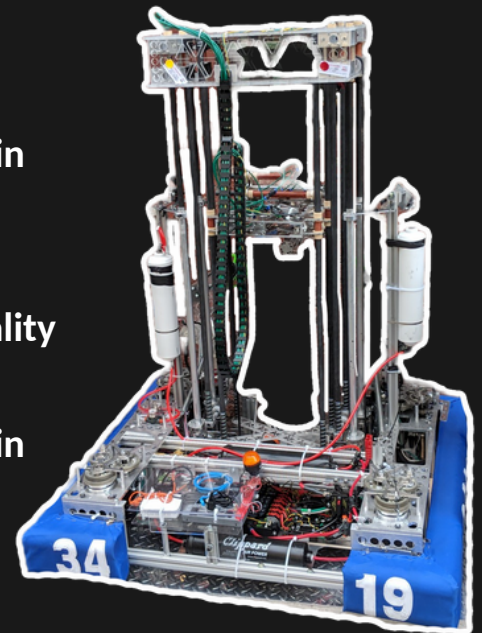
- Tesla Division Quarterfinalists
 - NYC Regional Winners
 - HVR Finalists
- Innovation in Control Award

2016

- Carver Division Semifinalists
 - NYC Regional Finalists
 - Creativity Award
 - Quality Award

2015

- Carver Division Quarterfinalists
- Greater DC Regional Winners
- Innovation in Control Award
 - Quality Award





Sponsorship Form

For logo placement on our robot and T-shirts, deadline for sponsorships is January 31st.

Business/Advertiser: _____

Contact Name: _____

Address: _____ City: _____ ZIP: _____

Email: _____ Phone #: () _____ - _____

Business Website: _____

Sponsor Level: _____ Amount Paid: \$ _____ Check #: _____

Sold By: _____ Date: _____

_____ **Hatchling Hawk: \$500-\$999**

You get your company name/logo on our website, a personal "thank you" letter, and a social media promotion.

_____ **Soaring Hawk: \$1000-\$2499**

You receive Hatchling Hawk perks, your company name/logo on our T-shirt, a team photo, and an invite to our workshop.

_____ **Guardian Hawk: \$2500-\$4999**

You receive all Soaring Hawk perks, an enlarged company name/logo on our T-shirt and banner, and an invitation to our end-of-year ceremony.

_____ **Distinguished Hawk: \$5000-\$7499**

You receive all Guardian Hawk perks, your company name/logo on our robot, and your company name mentioned during competitions.

_____ **Certified Hunter Hawk: \$7500+**

You receive all Distinguished Hawk perks, promotional video/media, and the ability to showcase our robot.



We Love Our Sponsors!

Sponsors are at the heart of the RoHawks. Partnering with organizations like you allows us to afford the materials and machinery necessary to build a competitive robot and deliver hands-on STEM education to our students. Being affiliated with Hunter College, all donations are tax-deductible. We're looking for sponsors who will root for us each year and become a beloved part of the RoHawks family.

What We Can Do For You

- **Visibility:** We advertise your company name on team merchandise and our team's [website](#) and [social media](#).
- **Volunteers:** We can provide teen volunteers for your company's charitable involvement with STEM and youth in our community.
- **Demonstrations:** We can hold on-site visits tailored to your needs, such as showcasing our robot.
- **Future Employment Opportunities:** After graduation, many members of the RoHawks who form close bonds with our sponsors go on to work at a sponsor organization.

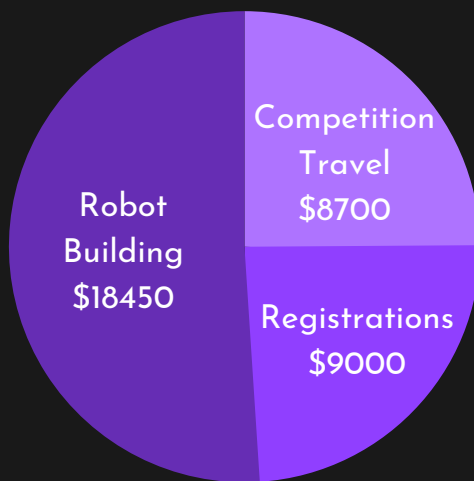


Needs

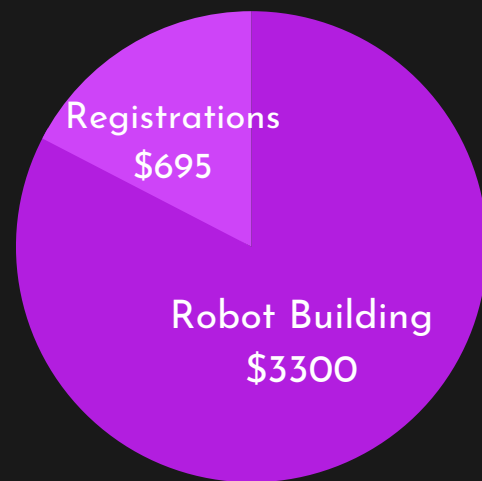
Hands-on engineering is expensive. Our program is effectively an engineering and business apprenticeship. Our dedicated mentors volunteer their time to our students, but the cost of industry-standard parts and equipment quickly adds up. To keep all of our offerings cost-free, we rely on the generosity and financial support of our sponsors.

This is an outline of our expenses for the 2023-24 season:

FRC Overview



FTC Overview



FRC Expenses	Cost
FRC Competition Registration Fees	\$9,000
FRC Lodging and Travel Fees	\$8,700
Raw FRC Robot Materials	\$10,700
Machinery Maintenance	\$3,750
Prefabricated Parts	\$500
New Machinery	\$3,500
FTC Expenses	Cost
FTC Competition Registration Fees	\$400
FTC New Team Registration Fee	\$295
Raw FTC Robot Materials	\$2,000
FTC Kit of Parts	\$1,300
Grand Total	~\$40,000

Our Sponsors

Certified Hunter Hawks



ALLIANCEBERNSTEIN®



Hunter College High School PTA

Distinguished Hawks



Hunter College High School Alumnae/i Association

Soaring Hawks

DE Shaw & Co