

*"The FIRST Tallahassee Regional is one of the most exciting, impactful events that the college supports. Collaboration is at the heart of FIRST and our joint college, we are so proud to support this event and these teams. I can't think of a more perfect way to build the conscientious, enthusiastic engineers of the next generation."*

Tisha Crews Keller, MA, CDMP, Director of Marketing & Communications,  
FAMU-FSU College of Engineering



TALLAHASSEE  
REGIONAL

**SPONSOR TODAY!**

The mission of FIRST is to provide life-changing robotics programs that give young people the skills, confidence, and resilience to build a better world.

The 21st century economy is producing new professions at a rapid rate. Employers struggle to find candidates with the skills they require. The need for tech-savvy workers who have critical thinking and problem-solving skills is urgent across multiple industries. Employers report difficulty in identifying potential employees with essential skills.

**MAKE WAVES WITH *FIRST* in 2025**



PRESENTED BY **HMAS**  
Gulf Coast Foundation

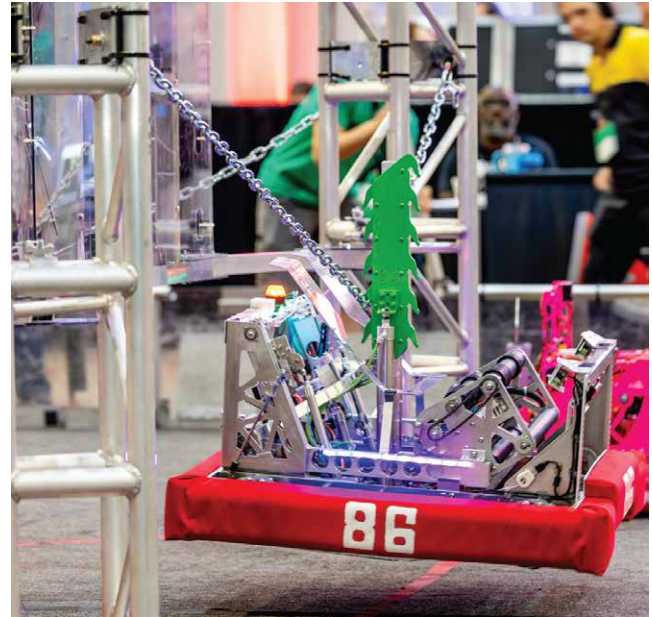
**FIRST  
ROBOTICS  
COMPETITION**

## **Skills Students Learn in *FIRST***

1. Critical Thinking and Problem Solving
2. Collaboration
3. Adaptability
4. Innovative Thinking
5. Entrepreneurship
6. Communication
7. Accessing and Analyzing Information
8. Curiosity and Imagination.

# A FEW WAYS YOUR SPONSORSHIP

## IMPACTS THE TALLAHASSEE REGIONAL



**1702** STUDENTS

Cost to support event for students to compete

- \$71 per student
- \$1,000 per 14 students
- \$5,000 per 70 students

**\$120K** TO  
RUN THE  
3 DAY EVENT!



**46** TEAM PIT AREA

\$10,000 named pit area sponsor  
\$250/pit | \$2,500 sponsors 10 pits

# OPPORTUNITIES



## \$1,000 FEEDS 10 VOLUNTEERS FOR A DAY

(Approx 100 volunteers work for 3.5 days)

- **\$40,000.00 volunteer lounge sponsor**  
includes volunteer meals, gift, water, and snacks
- **\$5,000.00 Judges Room Sponsor**  
includes volunteer meals, gift, water, and snacks

## MENTOR TRAINING

\$1,500 provides hands-on mechanical & programming training workshops.  
\$5,000 provides training for 66 mentors in technical and non-technical trainings.



# 2025 Sponsorship Levels and Recognition

## Regional Fan Sponsor

Up to \$999

- Listed in virtual Program Book as sponsor\*

## Robot Booster Sponsor

\$1,000 - \$4,999

- Recognized as Tallahassee Regional Robot Booster Sponsor in all event promotional materials and whenever the event is mentioned

## Friend of the Future Sponsor

\$5,000 - \$9,999

- Recognized as Tallahassee Regional *Friend of the Future* Sponsor in all event promotional materials and whenever the event is mentioned
- Opportunity to have a 6 x 4 table at event.

## Captain of Innovation Sponsor

\$10,000 - \$24,999

- Recognized as Tallahassee Regional *Captain of Innovation* Sponsor in all event promotional materials and whenever the event is mentioned
- Opportunity to have a 6 x 4 table at event
- Listed in the 2025 FIRST Annual Report and recognized in the Orlando Regional Program Book

## Leader in Technology Sponsor

\$25,000 - \$39,999

- Recognized as Tallahassee Regional *Leader in Technology* Sponsor in all event promotional materials and whenever the event is mentioned
- Preferred Placement 6 x 4 table at the event
- Speaking opportunities at event opening or closing ceremony
- Tallahassee Regional Leader in Technology Sponsor recognition on signage at event, off-site promotions and exhibits

## Co-Sponsors

\$40,000 - \$74,999

- Half page recognition in 2025 virtual Program Book\*
- VIP Passes for the 2025 FIRST World Championship
- Introduction and speaking opportunities
- Co-Sponsor recognition on signage at event, off-site promotions and exhibits
- Preferred Placement Exhibit at the event

## Lead Event Sponsor

\$75,000 - \$149,999

- VIP passes for 2025 FIRST World Championship
- Keynote speaking opportunities for Tallahassee Regional event
- Preferred Placement Exhibit at the event
- Recognition on the official FIRST website (firstinspires.org) and listed in the 2025 FIRST Annual Report
- Full page recognition in 2025 event Program Book\*
- VIP passes for 2025 FIRST World Championship functions in Houston (access to Hospitality Center, preferred event seating, invitations to Friday Night Showcase Dinner)
- Keynote speaking opportunities for Tallahassee Regional event
- Co-Sponsor recognition on signage at event, off-site promotions and exhibits.

\*Deadline to be included in the Virtual Program Book is February 18th.

## All Sponsors Receive

- VIP 2-day pass  
VIP seating area,  
VIP Parking passes &  
VIP Luncheon Invitations
- Recognition as an *FRC Tallahassee Regional Sponsor* by the MC
- Recognition in event Virtual Program Book and on event website (TallahasseeFRC.org)
- Event Signage and Electronic Banners recognition throughout 3-day competition

## About the Tallahassee Regional

*FIRST* Robotics Competition combines the excitement of sport with the rigors of science and technology. Each season culminates with events like the Tallahassee Regional where qualifying teams compete for awards and a spot at the *FIRST* Championship.

This year will be the 4th year of the Tallahassee Regional; which at its inception was the first of its kind at a Historically Black College and University.

## Sponsor Now

To sponsor the  
2025 Tallahassee Regional  
or for information on custom  
sponsor opportunities, contact

Wendy Austin  
waustin@firstinspires.org  
407-247-6776

Laura Leonard,  
lleonard@firstinspires.org  
850-583-1775

To learn more about FIRST  
and the Regional, visit  
[www.TallahasseeFRC.org](http://www.TallahasseeFRC.org)