SPONSOR TODAY!

“The FIRST Tallahassee Regional is one of the most exciting, impactful events that the college supports. 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

FIRST delivers life-changing robotics programs that equip young people with the skills, confidence, and resilience they need to build a better world.

In today’s rapidly evolving economy, new professions are emerging faster than ever, and employers are struggling to find candidates who have the technical knowledge and real-world problem-solving abilities their industries require. Across multiple sectors, the demand for tech-savvy talent with strong critical thinking skills continues to grow, yet companies consistently report challenges in identifying future employees who possess these essential skillsets.

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.

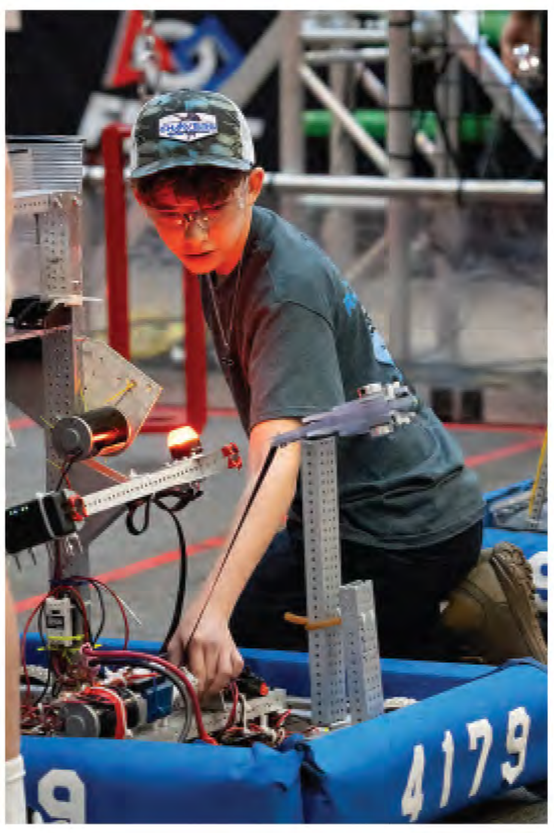
DIG IN WITH *FIRST* in 2025

REBUILT™ PRESENTED BY HAAS

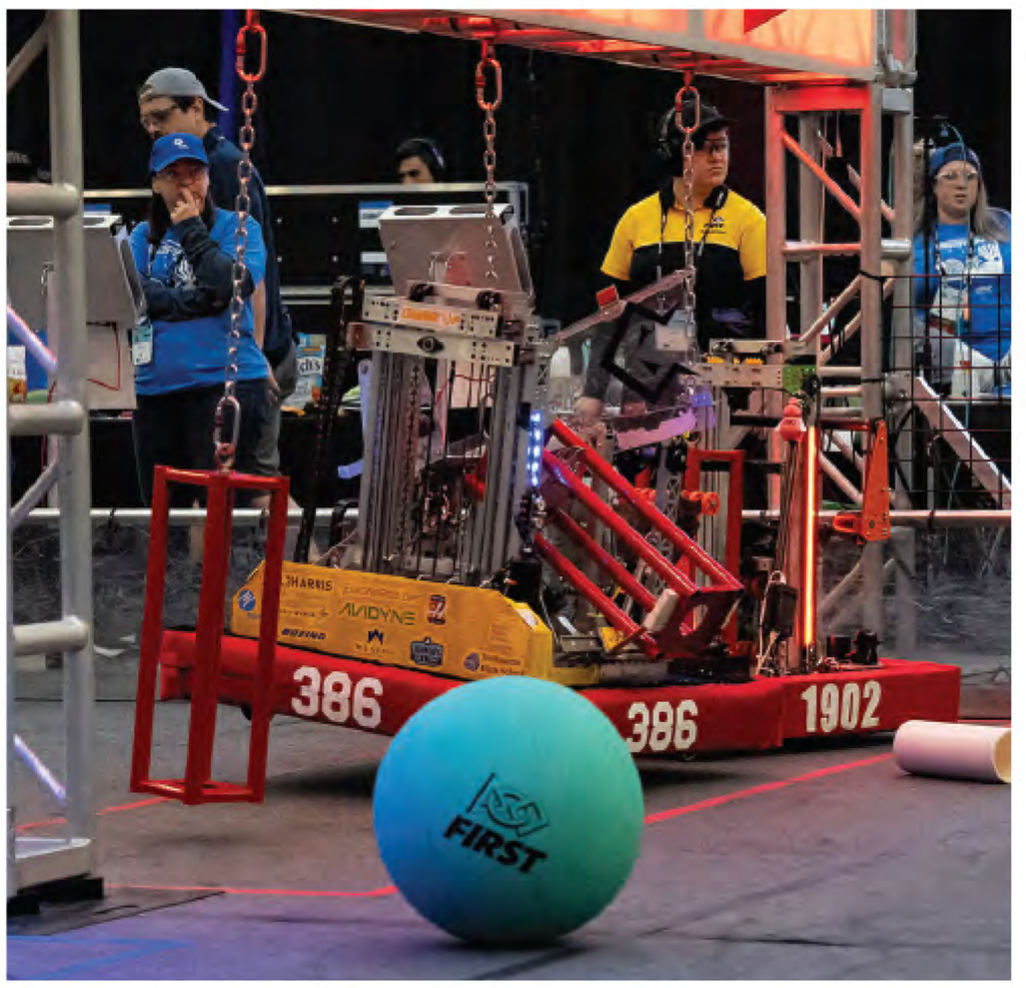
FIRST® ROBOTICS COMPETITION

TALLAHASSEE REGIONAL

A FEW WAYS YOUR SPONSORSHIP



IMPACTS THE TALLAHASSEE REGIONAL



1610 STUDENTS
Competing in the FAMU Alfred Lawson, Jr. Multipur-

$120K FOR
3.5 DAY COMPETITION!

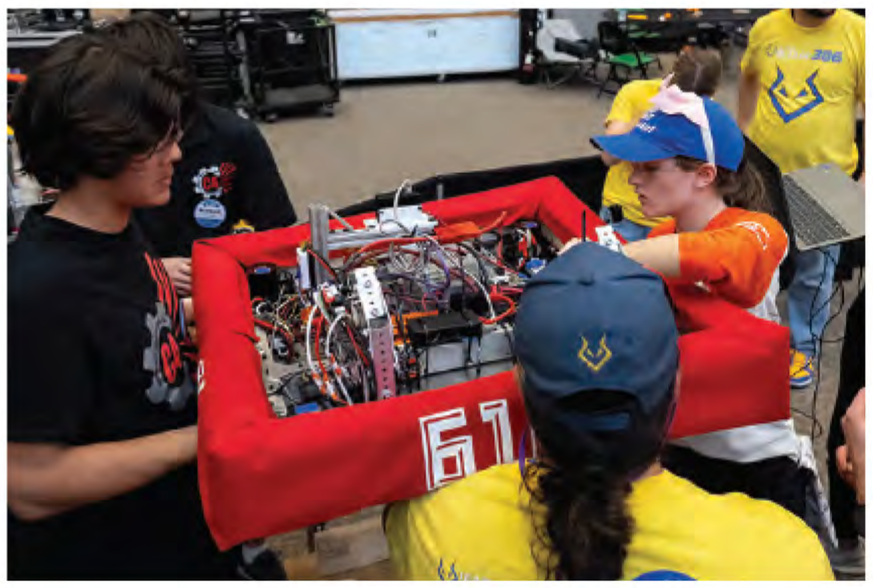
46 TEAM PITS

$10,000 named pit area sponsor

$250/pit | $2,500

Sponsors 10 pits

OPPORTUNITIES



$1,000 FEEDS
20 VOLUNTEERS FOR A DAY

(Approx 100 volunteers work for 3.5 days)

- **$20,000.00 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 for the **21 North Florida teams.**

2026
Sponsor Levels
/Recognitions

	Lead Event $75,000 - $149,999	Co-Sponsors $40,000 - $74,999	Leader in Technology $25,000 - $39,999	Captain of Innovation $10,000 - $24,999	Friend of the Future $5,000 - $9,999	Robot Booster $1,000 - $4,999	Regional Fan Up to $999
VIP Experience: 2-day passes, VIP seating, VIP Parking & VIP Event Invitation *Recognition as Regional Sponsor throughout 3-day competition, includes name listed in event signage & electronic banners, virtual Program Book*, and on TallahasseeFRC.org*	☑	☑	☑	☑	☑	☑	☑
Recognized with logo on website	☑	☑	☑	☑	☑	☑	
Recognized with linked logo on TallahasseeFRC.org.	☑	☑	☑	☑	☑		
Table/Exhibit space at event	Exhibit space	Preferred Placement	Preferred Placement	6 foot table	6 foot table		
Listed in the 2026 FIRST Annual Report	☑	☑	☑	☑			
Introduction & Speaking opportunity at event opening or closing ceremony	☑	☑	☑				
Ad in 2026 event Program Book*	Full Page	Half Page					
VIP passes for 2026 FIRST World Championship	☑	☑					
Keynote speaking opportunity for the Tallahassee Regional.	☑						
Recognition on the official FIRST website (firstinspires.org)	☑						
VIP passes for 2026 FIRST World Championship functions in Houston *(Hospitality Center, preferred seating, & Showcase Dinner)*	☑						

More than 1,600
STEM inspired students in attendance!

Ask about our
College Recruitment Tables Pricing

**Deadline to be included in the Virtual Program Book is January 31st.*

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.

Celebrating 5 Years!
Since it's inception the Tallahassee Regional was the first of it's kind at a Historically Black College and University.

Sponsor Now

To sponsor the 2026 Tallahassee Regional or for information on custom sponsor opportunities, contact

Wendy Austin, Regional Director,
North and Central Florida/
Orlando & Tallahassee Regionals
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