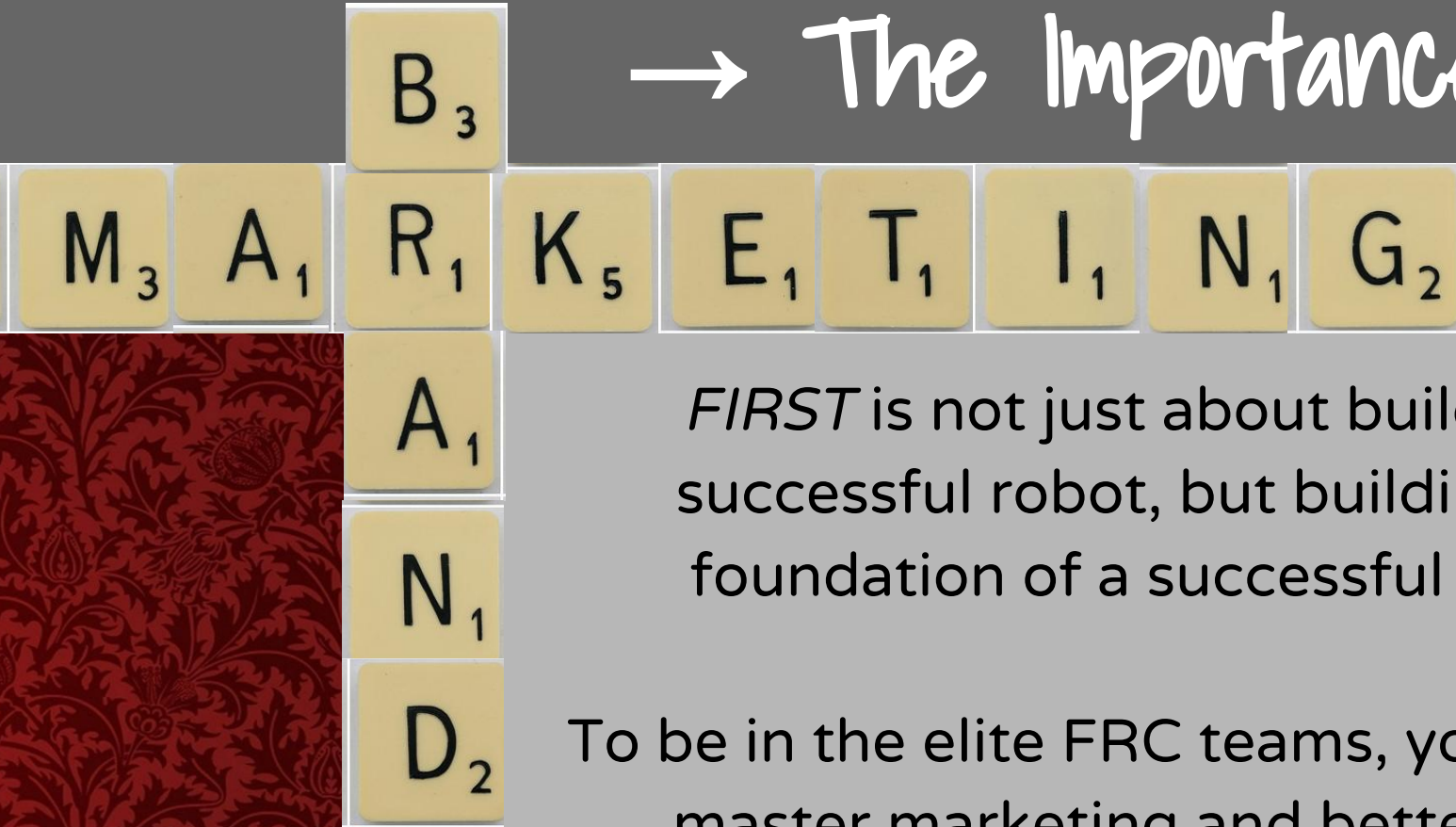


# How to Basic | Marketing & Branding

# → The Importance



*FIRST* is not just about building a successful robot, but building the foundation of a successful team.

To be in the elite FRC teams, you need to master marketing and better your branding.



# Hello!

**Kami Ziebarth -**

FRC 4607 Team Captain

Marketing Lead

**Emma Schreifels -**

FRC 4607 Alumna

BR Newsletter Editor



# Niche of a Name

Find your source of branding and marketing.

# Team Name

- Represent your team
- Choose whether to associate with your school
- Consider Length eg: Coalition of Independent Students into C.I.S.
- One that easily associates with a theme
  - Chairman's
  - Competition Aids
  - Other Branding





# Loving your Logo

Let's start with generally the first identifier of your team.

# Logo Tips

- Simplicity is important
- You **CAN** change it
- Make multiple renditions
- Small group decision
- Get feedback  
*(mentors, teachers, sponsors)*
- Avoid generic - *Make it your own!*
- Be careful with colors
- Use logo on more than apparel  
*(stationery, stamp, car window stickers, etc)*



# CIS Logo Progressions



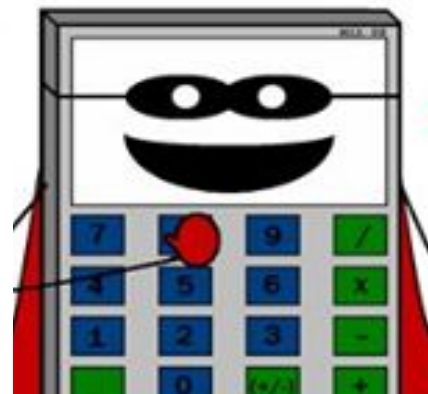




MILKYMUG



GREENLABS



# Our Favorite Logos



FISH FOOD



SPARTAN  
GOLF CLUB



elefont



yoga australia



AIRTISTIC



# Making Business Goals

Having technical goals is trivial in FIRST, but we need to be sure to include branding and marketing goals as well since those are usually forgotten.

# Business Goals of FRC 4607 CIS

Uno

Integrate *FIRST* into  
school and  
community

**OUTREACH EVENTS**



Dos

Always work to  
improve strategic  
partnerships

**SPONSORS**



Tres

Have a coherent  
Business Plan

**MAKE ONE**



# 1

## Outreach Events

- **Parades** – *Decorate a float that you can put your robots on, throw candy/shirts, show off offseason projects*
- **Camps for Kids** – *Get young kids excited about STEM concepts/robotics/the business opportunities that FIRST offers*
- **Annual Expos** – *Great way to interact with the community/potential sponsors/influential political figures (eg: Becker Business Expo)*

# Continued...

- **Open House** – *Invite the community, sponsors, school faculty, talk about your team, and do demonstrations! Have a presence at your school's start-of-the-year Open house!*
- **Senior Citizens** – *They make up a majority of the voter population on levies etc. Visit a Senior Center or present at events where they are present*
- **Kickoff** – *Invite community members (and other teams) to watch the reveal video with your team*

# 1

## Annnnd More...

- **Presentations to other schools** – *In your district and to schools interested in FIRST or simply STEM!*
- **Volunteering Events** –
  - *Tutor at your school (Don't have this? Start it!)*
  - *Salvation Army, soup kitchen, food shelf drive*
  - *Start a Relay for Life team*
  - *Trunk-or-Treating and other seasonal events*



# Key Tips

- **Use your resources!!!!**  
Collaborate with sponsors and mentors that share the same goals as your team
- Eg: Green Girls for CIS Robotics
- **To get more ideas:**  
Have marketing scouts at competitions! Ask other robotics teams about what they do for outreach events!  
Maybe you can collaborate on it or reproduce it

# 2

## Strategic Partnerships

**Be creative in brainstorming, and Identify your needs!**

- Find graphic companies to sponsor you
- Stay in contact with the local newspaper
- Work with school classes and extracurriculars
  - For events and achieving goals

**Main Focus: Your sponsors...**

# 2

## Sponsors

- **INCLUDE THEM:** Invite them to your outreach events, Kickoff, End-of-the-Year Banquet, etc
- **Be Gracious:** Send thank-yous (and holiday gifts), put them on shirts and in pit/on robot, have sponsor awards (eg: Sponsor of the Year)
- **Keep Them Updated:** Have a concrete PR team, send periodic email updates, have a weekly newsletter

# The Piqued Geek

## Upcoming Events

**Mon 10/12-Fri 10/16**  
Battle Bots Bake Sale, 10-2pm

**Fri 10/30-Sat 10/31**  
BEST Competition Volunteering  
F: 8am-8pm, Sa: 7am-5pm

**Wed 11/11**  
Cards Tournament Fundraiser

**Fri 12/4 - Sat 12/5**  
FRC JUMPSTART \ Volunteering

## Next Large Group Meeting

**Mon 10/26: 7pm in Dolve**

Project Updates

Halloween Festivities

Current Preferred Logo:



## The Weekly Watts Up

### Battle Bots Bake Sale

In order to raise funds for Battle Bots, Bison Robotics is holding a bake sale Monday through Friday of this week: 10am-2pm at the CME Auditorium! Contact Jordyn at [jordyn.t.johnson@ndsu.edu](mailto:jordyn.t.johnson@ndsu.edu) for more info! Sign up [HERE](#), and make sure to pick up some sweet snacks to support Bison Robotics!

### LOGO SWITCHEROO

At the university's request, we are changing our logo. If you have any ideas, please email them to [tyler.d.peterson.2@ndsu.edu](mailto:tyler.d.peterson.2@ndsu.edu)

### BEST Robotics Volunteers Wanted

We need some robotics mentors to help the Davies high school BEST robotics team of South Fargo, ideally 3-5 volunteers who are able to commit to at least two days a week for the next three weeks. In a perfect world, Tyler would like to find a few volunteers who are available to help with a Saturday build day on the 17th as well. Carpools can be configured. Contact [tyler.d.peterson.2@ndsu.edu](mailto:tyler.d.peterson.2@ndsu.edu) for more information!

Time slots for volunteering: 9:30-11-15am M,T,Th, F or 10-11:45am Wed

### Cards Against Humanity Fundraiser

On November 11th, Bison Robotics will be hosting a CAH tournament as a fundraising event. More information is to come, but please mark your planner! Contact [david.jedynak@ndsu.edu](mailto:david.jedynak@ndsu.edu) with any questions or comments.

### Snow Plow Team

This project group has entered two contests in January in St. Paul, MN where their snowplow will be required to autonomously plow a course. A programming and mechanical lead to work with Dr. Salskova are needed. If you are interested, join the group on BlackBoard or contact [tyler.d.peterson.2@ndsu.edu](mailto:tyler.d.peterson.2@ndsu.edu)

### Ryan Swanson's Next Endeavor: FRC Drivetrain Project

In essence, the idea is to create a handful of FRC drivetrains to distribute with instructions on how to build them. More information is to come on this, including a meeting date, place and time. If you want the full spiel, contact Ryan at [ryan.j.swanson@ndsu.edu](mailto:ryan.j.swanson@ndsu.edu).

#### Tue 10/13

Bake Sale: 10-2pm, CME

Newsletter!

BEST: 9:30am, Davies HS

#### Wed 10/14

Bake Sale: 10-2pm, Union

BEST: 10am, Davies HS

#### Thurs 10/15

Bake Sale: 10-2pm, Union

BEST: 9:30am, Davies HS

#### Fri 10/16

Bake Sale: 10-2pm, Union

BEST: 9:30am, Davies HS

#### Sat 10/17

BEST Build Day

#### Sun 10/18

#### Mon 10/19

Quad: 6-8pm,

BEST: 9:30am, Davies HS

Project Updates due @ 5pm

Battle Bots: 4 or 5pm

Any questions? Contact Tyler Peterson at [tyler.d.peterson.2@ndsu.edu](mailto:tyler.d.peterson.2@ndsu.edu)

## Newsletter Tips:

- Remain consistent: color scheme, fonts, layout, tone
- CHECK YOUR GRAMMAR
- Include the following:
  - Some kind of calendar
  - General updates
  - Specific subgroup updates
  - LGM agenda
  - Something unique

### Quote of the Week:

"[Jellyfish] are 97% water or something, so how much are they doing? Just give them another 3% and make them water. It's more useful." – Karl Pilkington

**Post-it Note**  
(click above!)

# 2

## Sponsor Presentations

- Do these REGULARLY
- Have STUDENTS present to sponsors about the team
- Google Slides works well for collaborating with multiple people
- Who to bring
- What to bring
- What to include in the presentation
- What to wear

# 3

## Business Plan

- To get started: use business teachers, mentors, or Google
- How/When to use it: competitions, outreach events, potential sponsors
- Why it is important:
  - Helps keep track of goals and values
  - Gives a professional air
- Tailor general BP templates to robotics



# Sections to Include

- **Executive Summary**
  - *Mission Statement, founding, location*
- **Team Summary**
  - *History, yearly breakdown, demographics, structure, what you do as a team*
- **Program Summary**
  - *FIRST mission, values, levels, etc.*
- **Goals**
  - *Overall, business, technical*
- **Challenges & Plans**

## Sections to Include

- **Competitive Analysis**
  - *Other teams, extracurriculars, local organizations*
- **Human Resources**
  - *Recruiting, retaining, training, safety, travel, communication, expectations*
- **Mentors**
- **Partnerships & Outreach**
  - *Sponsors, outreach event breakdown*
- **Financial Plan**
- **Appendix**

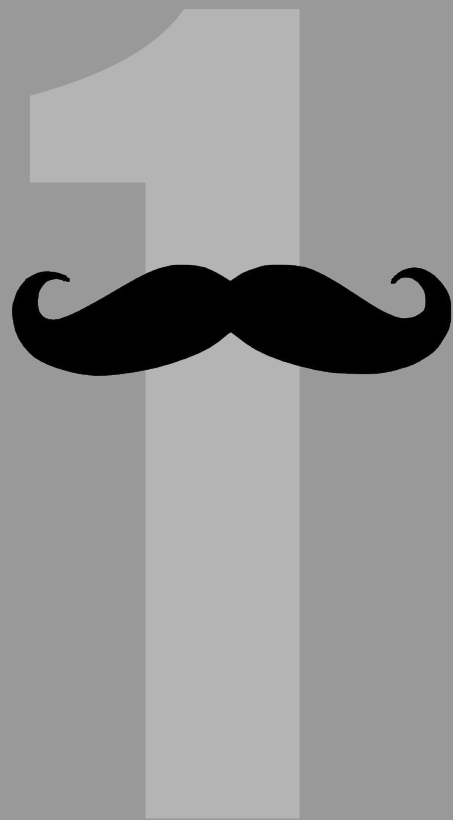


# Competition Edition

Outfitting, Pit, Outreach

# Outfitting

- **Play around** with colors and styles of competition apparel
- **Have a signature item** (eg. mustaches or backstage passes)
- **Have your drive team coordinate looks**
- **Cheer props** (lightsabers)
- **Brand Robot:** sponsors, team logo/name, LEDs
- **Have a mascot...** or two



# Competition Pit

- Hand out promo items:
  - Trading cards, buttons, crayons, tattoos, stickers
- Handouts at the ready:
  - For judges, scouting, parents, other teams
- Be efficient with your space: set up prior
- Know your stuff:
  - Train your pit crew (and your entire team!) on team need-to-knows





- Make yours stand out. This is vital.
  - CIS photo banner: why it works
- Make a dream team: 1 mech, 1 elec/pro, team captain, scout/safety captain
  - Double up roles
  - Limit adult presences in pit



# Outreach

- Plan a safety event:
  - *Hand out safety kits, post PSAs, etc*
- The Stands:
  - *Have a cheerleader, make rules for people representing your team, signage*
- Collaborate with teams on outreach events
- Help with breakout sessions!



# Outreach

- Give out awards to teams
  - *Best Mascot, Most Innovative Robot, Best Pit, etc.*
- Hold mini competitions – *eg. Video competition*
- Promote your team AND something else – *CFF*
  - *Use your marketing for a good cause*



# Gracias!

If you have any questions or comments, please contact us at  
[17kamzie@isd726.org](mailto:17kamzie@isd726.org) and [emma.schreifels@ndsu.edu](mailto:emma.schreifels@ndsu.edu)