The PAY Official Guide To:

Getting Sponsorship

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Introduction

Hello! This is a guide for PAY’s competitive robotics team to get fundraising in order to register for competitions, cover travel costs, and buy equipment. This handbook is a comprehensive guide designed to assist the Namibots secure the necessary funds to compete and continue the team.

Step One: Get to Know Yourself

Establish a Team Portfolio

A Team Portfolio may be helpful in guiding you while putting together documentation and presentations to share with sponsors. Ask all team members to reflect on the following questions and then record your answers in a document:

• What is the value in participating in robotics competitions?
• What are your desired outcomes?
• How will your team be impacted if they do not participate in a competition?
• What has your team gained so far through competitive robotics?
• What has your team accomplished so far?
• Why should others support your team?

What does PAY do?

Sharing PAY’s mission and the impact that PAY has on the community of Katutura can assist in getting funds and/or support from sponsors. Additional information from team members should be added to the statement. Below is an example of an overview of PAY. This statement can be shared with sponsors when reaching out to them or applying for scholarships.

The Physically Active Youth (PAY) program is a community-based strategy meant to help and aid children and youth-at-risk in low-income neighborhoods in Namibia. It focuses on addressing the physical health, academic status, personal development, and community involvement of the youth. PAY offers after-school programs for students to engage students such as the robotics program with a goal of developing their skills and improving their attitudes towards STEM.
Team Logo

Establishing a team logo to put on emails, t-shirts, and social media will help PAY and The Namibots Robotics team gain support both locally and nationally.

Establishing a Target

To get started, you should determine how much money you will need to raise. Take inventory of any funding you may already have and assess all costs related to team activities that you will have to incur. Details about expenses and your target amount of finance will guide you over the course of your team fundraising journey. It is recommended that you keep a cash flow statement or an income and expenditure account to track your finances and measure your progress. See the sample (which you can customize to your specific needs) below to help you get started…

**PARC Team Income & Expenditure Sample** *Please note this sample is not representative of actual costs.*

<table>
<thead>
<tr>
<th>Income:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PAY Budget Allocation</td>
<td>$50</td>
</tr>
<tr>
<td>Membership Fees</td>
<td>$50</td>
</tr>
<tr>
<td>Sponsors</td>
<td></td>
</tr>
<tr>
<td>Organization</td>
<td>Amount</td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------</td>
</tr>
<tr>
<td>REC Foundation</td>
<td>$200</td>
</tr>
<tr>
<td>Private Donor X</td>
<td>$50</td>
</tr>
<tr>
<td>Online</td>
<td></td>
</tr>
<tr>
<td>Gofundme</td>
<td>$150</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$500</strong></td>
</tr>
</tbody>
</table>

**Expenditure:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Registration Fees</td>
<td>$350</td>
</tr>
<tr>
<td>Robotics Kits</td>
<td>$500</td>
</tr>
<tr>
<td>Camera</td>
<td>$40</td>
</tr>
<tr>
<td>Travel</td>
<td></td>
</tr>
<tr>
<td>Flights</td>
<td>$2500</td>
</tr>
<tr>
<td>Passports</td>
<td>$400</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>T-Shirts</td>
<td>$300</td>
</tr>
<tr>
<td>Flag</td>
<td>$60</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$4,150</strong></td>
</tr>
</tbody>
</table>

**Social Media Presence**

It is useful to leverage the Internet to spread awareness about your team and its activities. Posting on team social media pages (and a team website if possible) may serve as evidence of your projects as well as a method for sponsors to validate your impact. Additionally, it may bring in attention from media organizations that can help with attracting more sponsors e.g. radio stations and news channels.

Here are some notes when posting on Social Media.

- Post frequently on platforms when at competitions or competing
- Tag the competition you are competing in. Ex. @parcrobotics
- Include lots of pictures of the team while building and learning

**Social Media Platforms:**

- Instagram
- Facebook
- Twitter
- TikTok
Step Two: Reaching out to Potential Sponsors

There are many organizations and individuals who would be willing to help the PAY robotics teams with their needs either by directly funding specific services/items (i.e. in-kind donations) or by donating some amount of money for the following reasons:

- PARC/LRT provides opportunities to market their organization.
- PARC/LRT challenges students to think critically and become accustomed to solving real-world issues.
- PARC/LRT team members may eventually join the workforce and thus help boost the economy.
- PARC/LRT students cultivate leadership qualities while learning the importance of collaborative skills.
- PARC/LRT encourages students to learn about relevant current affairs to propagate future development.
- PARC/LRT gives students the platform to apply theoretical knowledge and enhance innovative abilities.

Creating a list of target sponsors:

Here are a few examples of potential sponsors that you could reach out to:

- Diplomats
- Banks
- Relatives
- Friends
• Charity Organizations
• Community leaders
• Transportation companies
• Organizations that align with and support the objectives of PARC
• Other businesses that you, a family member or a friend is a customer of/is employed in/owns
• Current sponsors of the robotics organization

It is important to determine the best person to contact at each organization. This person will be your Point of Contact. Departments like Corporate Social Responsibility might be the most ideal to reach out to. If your team has a connection to anyone in the organization, they can help you decide who your Point of Contact should be.

Once you have a list of potential sponsors, create a database of all of them that includes the following information:
• Organization Info: name, website, type of firm, address
• Status (Are they a potential sponsor, current sponsor or partner for a particular event?)
• Point of Contact Info: name, contact details (email, phone number)
• Funds/services from organization: target, actual received
• Details about the last time they were contacted by the team: date, method (phone, email, in person), team rep(s), follow-up date, additional notes
• Team Appreciation (writing thank you notes etc.)

Reaching out to sponsors:

The first step in reaching out to potential sponsors is to send them a sponsor request letter accompanied by a “Team Needs and Sponsorship Form” (see sample below). You can follow up with a phone call in a few days if you do not get a response. The phone call is a great time to schedule an in person meeting, share details of sponsor benefits, and give them more information about the robotics competition.

Examples of sponsor benefits:
• Recognition and sponsor’s logo on team website
• Recognition on social media (e.g. by posting pictures with sponsors or pictures of the teams holding sponsor banners)
• Sponsor’s logo on team shirts
• Sponsor’s logo on robot
• Connecting team members as potential interns

Team Needs and Sponsorship Form
This is important for sponsors to be able to clearly see what expenses they can help you with while maintaining paperwork about the agreement for the sponsor’s records as well as your team’s. Note that if you want to ask sponsors for help with only specific items/services (i.e. not all your expenses), you may edit the table of expenses to reflect this. Ensure each party involved in the agreement has a copy of this document. This form can easily be adapted for LRT as well.
Pan-African Robotics Competition Sponsorship Request Letter

Dear [potential sponsor/partner organization name],

My name is [first name, last name], I am a [captain/member/team leader] of the Physically Active Youth (PAY) competitive robotics team, the Namibots. We are looking to raise money in order to form our team and compete in the 2022 Pan-African Robotics Competition (PARC).

PARC is an annual event hosted by SenEcole that brings together students from all over Africa and the diaspora for a three day robotics competition themed on a real-world topic relevant to science and the sustainable development of the continent. Media coverage has ranged from the New York Times, BBC, Le Monde, France 24, Voice of America, RFI, and Aljazeera, just to name a few.

Through PARC, my team and I collaborate to think critically and apply our theoretical knowledge of Math and Science by building and programming purposeful robots. My team consists of [#] members and our coach, [coach’s name]. As you may be aware, the STEM field holds immense power to positively impact communities and it is vital that the youth is able to explore and engage in it through opportunities like PARC.

In anticipation of this year’s competition in [month and year of competition], we are, from [potential sponsor/partner organization name], seeking [details of services/items/amount of funds you require from this sponsor/partner]. Every single dollar donated will get us closer to forming a competitive team, as well as inspiring future scientists and engineers. Whatever you are able to give will give you our everlasting appreciation, as well as [company] logo on our t-shirt, banner, and robot, depending on the size of your contribution.

Our team would like to plan a meeting with you to explain why we are so keen on attending PARC. We would also like to communicate the benefits of [partnering/sponsoring] us. In the next few days, [coach /team member name and role], will be calling to request a meeting. You may also contact [him/her] at [coach phone number] or send an e-mail to [team e-mail address].

More information about Physically Active Youth can be found at https://paynamibia.org/. Further information about PARC can be found at www.parcrobotics.org.

Thank you for the sponsorship consideration. We hope to work with you soon!

Sincerely,
[name], age [#]
Namibots’ Needs and Sponsorship Form

Team Needs:

<table>
<thead>
<tr>
<th>Expense</th>
<th>Quantity</th>
<th>Single Item Cost</th>
<th>Total Cost</th>
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Thank you for agreeing to sponsor the Physically Active Youth Namibots. We sincerely appreciate your support!

Sponsor Name: ____________________

[Insert Sponsor Contact Details]
Contribution Amount: _________________

[Insert details of Payment Method]
[Insert Details of Benefits that Sponsor will receive]

Sponsor Signature and date:

____________________________________________________

Team Representative Signature and date:

____________________________________________________
Follow-up Phone Calls

1. If they haven’t contacted you after saying they’ll think about the sponsorship/partnership: Tell them you are happy to answer any further questions they may have. Ask if there are any concerns they would like you to address. Reiterate the advantages of the sponsorship/partnership. Offer to set up a meeting with your team or give them a robot demonstration.

2. If they have agreed but you have not received any funding: Tell them you are happy to answer any further questions they may have. Ask if there are any concerns they would like you to address. Ask when it would be a good time to pick up their filled-in sponsorship form. Keep following up with them every few days until you receive the donation, or they decline the proposal.

Thank the sponsors

Once you have secured a sponsorship/partnership, it is important to thank the sponsor/partner in effort to maintain your relationship. Here are some guidelines:

- **Highly recommended and expected: Send them a thank you letter.**
- Send them a thank you card signed by students.
- Invite them as “VIP” to team events.
- Invite them for a robot demonstration.
- Send them thank you team photos/videos made by the team (especially once you get to the PARC venue).
- Ensure they have received all benefits you promised them.
- Encourage your members to apply for internships at their organization.
- Update them about your robot building journey as you progress.
- Send them reviews/reflections about your team’s time participating in the competitions and how it benefited the participants.
Step Three: Hosting a Showcase Event

An effective way to garner interest from potential sponsors is to invite them to showcase events. These events are an opportunity to display your robot, how your team works, and what goes on in a competition. There are many ways to hold a showcase event and many settings, including:

- At the PAY Center
- At a local community center (e.g. library, rec center, etc.)
- At a potential sponsor’s office
- At a competition

**At the PAY Center**

Inviting a potential sponsor to the PAY center is an effective strategy, since they could see directly the impact their money would have. An event here is a good opportunity to display the process through which the students learn and the space where they create their robots. Students can give a demonstration on how their robots are built, how they are programmed, and what they do.

**At a Community Center**

For events that take place in a community center, the team presenting will have to be much smaller. Although the presentation is smaller, these settings are an opportunity to cater to more than just a single potential sponsor, but other members of the community who might spectate, like students who may consider joining the team, or people who may donate to the team.

**At a Competition**

Bringing a sponsor to a competition is undoubtedly going to have the greatest effect on a potential sponsor. The atmosphere of a competition is encouraging and collaborative, showing sponsors the future of engineering and puts them in a good mood.