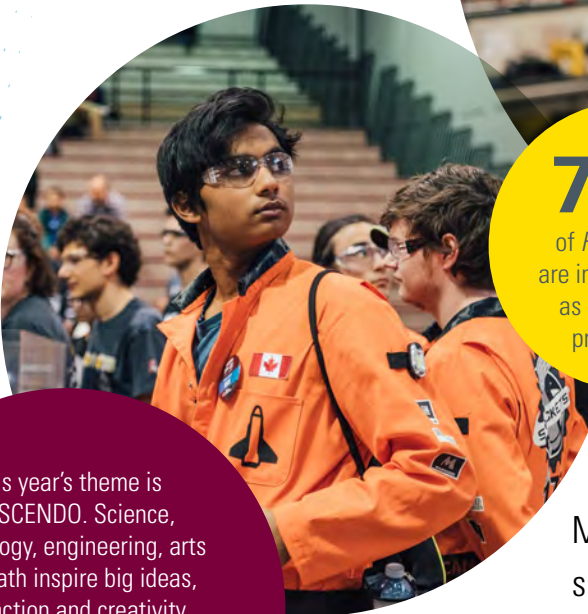


ROBOTS

AT MCMMASTER

McMaster University will host one of Canada's premier science, technology and engineering competitions for high school-aged students on **March 28-30, 2024**.

**75%**

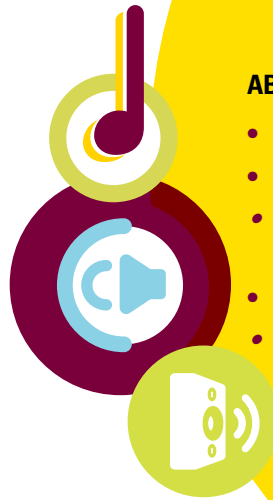
of *FIRST* alumni
are in a STEM field
as a student or
professional



This year's theme is **CRESCENDO**. Science, technology, engineering, arts and math inspire big ideas, bold action and creativity. Our skills make it possible to create art and experiences that bring us together, entertain us and move us.

More than 1,000 students, volunteers, parents and sponsors are expected to come to campus for a *FIRST* Robotics Canada District Competition. The competition for high school students will pit the best young minds in a qualifying match to design and build robots to solve a problem.

This is the fifth time McMaster is hosting a *FIRST* Robotics competition. McMaster is one of only a select number of post-secondary institutions in Ontario to host district competitions in 2024. The top 60 teams in Ontario will be invited to compete at the Provincial Championship and the winners of that event go on to represent Ontario in a *FIRST* World Championship Event in the USA.



ABOUT OUR AUDIENCE

- **1,000+** *high school* students from Grades 9-12
- **2x more likely** to show more interest in STEM
- *Students who are women* gain a dramatically increased understanding of STEM
- **2.6x more likely** to enroll in engineering in university
- **3 Indigenous teams** participating in the event
 - M'Chigeeng
 - Six Nations of the Grand River and Brantford
 - Wiikwemkoong

	LEVEL	AVAILABLE	BENEFITS	DETAILS
\$35,000	COMPETITION FIELD SPONSOR	ONE	<ul style="list-style-type: none"> • Name the competition field • Provide a competition judge • Opening and closing remarks 	Exclusive name recognition through the main stage event competition, referred to as the Field Teams and schools will identify with your company name as each team is called to compete
\$25,000	PREPARATION PIT SPONSOR	ONE	<ul style="list-style-type: none"> • Name the preparation pit • Exclusive activation within the pit • 2nd day opening remarks 	Exclusive name recognition through the area where teams convene to prepare for competition
\$15,000	DEAN'S LIST LUNCHEON SPONSOR	ONE	<ul style="list-style-type: none"> • Name the luncheon • Remarks during luncheon 	Exclusive name recognition at the luncheon to celebrate the top representatives from each team in attendance
\$10,000	TEAM SOCIAL SPONSOR	ONE	<ul style="list-style-type: none"> • Name the team social • Exclusive activation at the social 	Exclusive name recognition at the social where teams will have the opportunity to celebrate their participation at the event
\$5,000	GENERAL COMPETITION SPONSOR	Unlimited	<ul style="list-style-type: none"> • Exclusive activation in the event hallway 	(All sponsors will have the option to take advantage of this opportunity)

**All levels except general competition sponsor are exclusive and available only on a first-come-first-served basis. In addition, all sponsorship values and benefits are time-bound to the 2024 season.*

In addition to the above, all sponsors receive the following benefits:

- Showcase your brand in promotional materials
- Social media recognition before and during competition
- Bring company swag to distribute at the event
- Screen time videos played between competitions
- Company logo featured on competition billboards



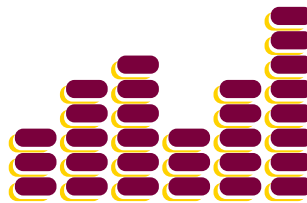
Jack Bondy

Development Officer,
Corporate Partnerships
Faculty of Engineering
905-525-9140 ext. 27545
bondyj6@mcmaster.ca



Viraj Swaminathan (Electrical & Biomedical Engineering)

"*FIRST* gave me insight on how to implement higher level programming for building autonomous robots. In addition, I gained hands-on experience by learning how to solder and design circuits using breadboard."



ENGINEERING

ROBOTS AT MCMMASTER

"I was involved in *FIRST* for all four years of high school. It was my second family. When I began at McMaster, I started mentoring a nearby *FIRST* team."

Winky Luo (Computer Engineering)

Sponsorship has a powerful impact on the success of McMaster University and the events we host for current and future students. Thanks to the dedication, commitment and financial support of our sponsors, FIRST Robotics will contribute to enriching and affecting the lives of tomorrow's best and brightest minds. Through your generosity, you are making an investment in our country's most important asset: our youth.

