

# THE BIG ASK

We like to tell people that Robotics is the only high school team where “every player can turn pro.” The skills and learning that go on in robotics extend well beyond the STEM disciplines into nearly every area of academic endeavor.



Our students have had a 100% graduation rate, a 100% college acceptance rate and our students regularly earn significant college scholarships. They are gracious professionals who work well under pressure, have team and leadership skills, and are well-spoken advocates for their own educations and for STEM. Many of them return to the team after graduation--12% of our adult members are Blue Cheese alumni.

Blue Cheese has the opportunity to qualify for the *FIRST* Chesapeake District Championship at George Mason University in Fairfax, VA and the World Championship in Houston, TX. Both of these “acheesements” come with a price tag (we receive no funding from Henrico Schools). By committing to sponsor our team, you can:

- Support STEM learning and educational excellence year-round in our community
- Associate your brand with a winning team and top-notch student leaders
- See your company’s name on promotional items in Richmond and at the FIRST Robotics Competition district and world championships in 2023
- Connect with great intern prospects & the next generation of high-value employees
- Participate in significant, engaging volunteer & mentoring opportunities
- Encourage student civic engagement in volunteer & outreach activities that extend worldwide

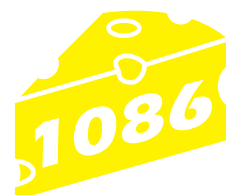
**Please contact us** to ask questions, schedule a tour or discuss in-kind donation options. Additional team information is also available on our web site and major social media outlets.

## CHECKS CAN BE MAILED TO:

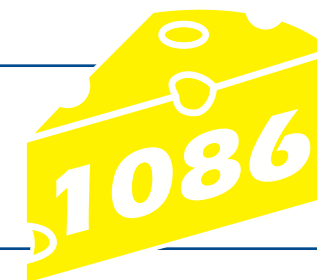
Deep Run High School Robotics Boosters  
4801 Twin Hickory Rd  
Glen Allen VA 23059  
703-675-0708 Cell  
hello@bluecheese1086.org

*Please include:*

Company name, company contact,  
company contact email address and phone number



## DEEP RUN HIGH SCHOOL ROBOTICS TEAM 1086 - BLUE CHEESE



### **FIRST Team 1086 “Blue Cheese” is a Robotics Team from Deep Run High School.**

Since 2002, Blue Cheese has had tremendous success as part of the international organization FIRST (For the Inspiration & Recognition of Science and Technology). Our crowning “acheesement” to date was winning the 2016 World Championships. We work hard year-round to learn and practice a full range of skills and to instruct and inspire younger students to study and enjoy STEM (Science, Technology, Engineering & Math). We hope that you can assist us in pursuing these goals through financial sponsorship, in-kind donation or volunteer mentorship.

We look at our year as four distinct seasons. Here is just a sampling of our activities. This list is by no means exhaustive; most of our activities take place during evenings and on weekends.



### **Build Season (January-February...really just 6-½ weeks!)**

- We attend the virtual international kick-off where FIRST reveals the new robot challenge (this season will be Jan. 7, 2023)
- We “caerphilly” read the game rules and robot requirements and begin designing almost immediately
- We use Computer Assisted Design, *Onshape*, to draw the robot and its component parts
- We fabricate the parts we can in-house and buy or commission the rest to our specifications
- We write computer code in Java to control the robot both autonomously and manually
- We build the prototype & competition robots and begin testing. Our drivers get some practice time
- We draft, produce and practice our Chairman’s presentation, outlining our comprehensive programs

### **Competition Season (March-April)**

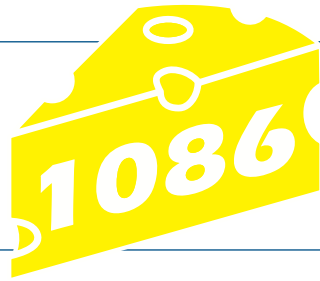
- Competitions take us out of school for days; time management skills are essential to success
- The robot goes into the playing arena where it competes with & against other robots
- Parts break and fall off; the unexpected occurs. We respond on the fly, under pressure
- Rookie & smaller teams sometimes need help. We scout and assist around the pit area
- Team spirit! We network with other teams, keep up the energy, help where we can & make some noise

### **Summer Season (May-August)**

- Pack-up, clean-up and assess (lessons learned). Celebrate our victories and our graduating seniors
- National Advocacy Conference in Washington, D.C. to advocate for STEM funding at national level
- Start fundraising. Develop fundraisers & marketing materials and write grants
- Outreach. Summer is our peak time to conduct demos, workshops and robot camps for kids
- Off-season competitions. Smaller student groups may attend invitationals to network with other teams, train rookie drivers and pit crews and eek a little more mileage from the robot
- Promote STEM education- Lobby federal & state officials to fund programs like this one

### **Recruiting Season (September-December)**

- Recruiting events like parades, demos and ice cream parties (build a float or eat one?)
- Support LEGO League robotics teams to engage the high schoolers of “tomorrow”
- Outreach through programs like “Let Go Your LEGOs” that send LEGO bricks to underserved kids in Richmond and internationally
- Host “CHED” Talks (CheeseHead Engineering Discussions) w/ local STEM professionals
- Train new team members to prepare for build and competition seasons



## FIRST TEAM 1086 BLUE CHEESE 2022-23 SPONSORSHIP LEVELS

We “gratefully” accept all donations, but have created promotional rewards at certain levels.

### “Gouda” Level (\$100-\$499)

- Business name on team website
- Team magnet
- Thank you note from the students

### “Mozzarella” Level (\$500-\$999)

- Business name or logo on competition t-shirts\*
- Business logo on team website
- Business name in competition pit
- Team competition t-shirt and magnet
- Thank you note from the students

### “Colby Jack” Level (\$1,000-\$2,999)

- Large business name or logo on competition t-shirts\*
- Business logo on team website
- Business logo or name on robot
- Business logo or name on team banner in pit area
- Team magnet and t-shirt signed by the team
- Thank you note from the students

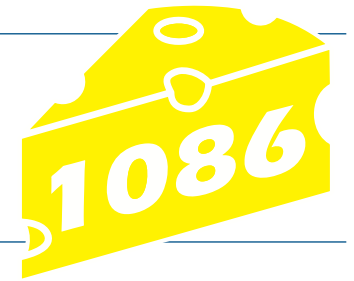
### “Big Cheese” Level (\$3,000+)

- Business part of official team name on competition publicity
- Custom robot demo in local area at venue of your choice
- Business logo on team website
- Large business name or logo on competition t-shirts\*
- Business logo or name on robot
- Business logo or name on team banner in pit area
- Team magnet and two or more t-shirts signed by the team
- Thank you note from the students

Blue Cheese Robotics Boosters always look for “wheys” to support the businesses that support us. Let us know if you have a Facebook, Twitter or other social media account we can use to thank you.

Blue Cheese Robotics is sponsored by Deep Run High School and Henrico County Public Schools and **your donation is tax deductible** to the extent allowed by law. DRHS Robotics Boosters is a non-profit organization EIN 46-0975652.

*\* We reserve the flexibility to choose which, based on the students’ t-shirt design*



## WHAT DOES YOUR DONATION BUY?

Our budget varies from year to year, largely based on which regional competitions we attend and whether or not we qualify to attend the World Championship in Houston, TX. Like most organizations, we cut our programs when our funding falls short. We rely on corporate sponsorships, grants, fundraisers, and private donations to fund as much of the expenses as possible. Team parents pay the balance and additional costs like personal expenses.

Here is our budget overview for this year:

|  |  |                 |
|--|--|-----------------|
| Regular season registration costs  | 2 district & 1 champs                            | \$16,000        |
| Robot material costs   |  | \$10,000        |
| Off-season competition registration (IRI)                                    | 1 or 2 events                                    | \$1,000         |
| Competition transportation   | (includes bus to Houston, TX and coach expenses) | \$16,000        |
| Competition hotel (in-season)  | 2 @ \$4,000                                      | \$8,000         |
| Off-season events hotel (NAC and IRI)  | \$4,000  | \$4,000         |
| National Advocacy Conference registration fees                               | 10@ \$250  | \$2,500         |
| Outreach and educational materials for elementary and middle school students | \$500  | \$500           |
| Team Spirit (Banners, uniform and spirit t-shirts, buttons, posters, etc.)   | \$2,000  | \$2,000         |
| Business expenses (printing, postage, insurance, bank fees, etc.)            | \$500  | \$500           |
| End of year banquet  | \$150  | \$150           |
| <b>PROJECTED TOTAL BUDGET</b>  |  | <b>\$60,650</b> |

If your company prefers to make a directed donation to specifically include or exclude payment for certain kinds of expenses, just let us know.

Our sponsors are always welcome to visit us in person to see what we do and how we do it. We always say, “You won’t get it ‘til you see it.” Come watch us in action at our build site or attend one of our competitions. In 2023 we will attend district competitions in Richmond & Blacksburg. We are happy to provide you with a personalized guided tour: just like the ones we give U.S. Senators and Congressmen!