Email for Q&A

• Send any questions you have to ML634@cornell.edu

• All questions will be answered at the end
  o Follow up questions are welcomed
  o Sponsorship info can be found on cuauv.org
Roadmap of the Session

• Roadmap:
  i. General Info
  ii. Before Contact
  iii. Breakdown Process
  iv. Afterwards
Sponsorship 101

• What:
  – Form of advertising in which companies pay to be associated with certain projects, teams, events

• Why:
  – Student teams lack funding
  – Company name branding, recruiting, charitable deduction

Check out the photos from RoboSub 2014!

Congratulations to the 2014 RoboSub winners!

1st Place—Cornell University — $10,000
2nd Place—University of Florida — $5,000
3rd Place—École de Technologie Supérieure (Team SONIA) — $1,000
4th Place—Far Eastern Federal University — $1,000
5th Place—National University of Singapore — $1,000
Sponsorship 101

• How:
  – Taking the initiative
  – Being bold, prepared, and opportunistic

• Who:
  – Hardware & Software Companies, Distribution Companies, Organizations, Universities

• When:
  – Beginning of the design cycle
What Can Sponsorship Look Like

• In-Kind Donations
  – Products or services
  – Asking specific vendors
  – Specific product # but be flexible

• Monetary Donation
  – What will they be paying for?
  – No overlap with university
Just Do It

$17 billion was spent by companies in the USA to sponsor individuals, teams and organizations

-Entrepreneur.com
Before Contact

• Create a wish-list for each subteam
• Assign point of contact (POC)
• Organized comprehensive list
What to Prepare

• Do your research
  – Did your school already contact them?
  – Are there any alumni that you could reach?
  – Family or relatives that work for them?

• “Impeccable” and “concise” email
  – Who you are
  – What you need
  – Why you need it
  – Benefits from sponsoring
What to Prepare

• Supplementary Materials
  – Sponsorship packet
  – Team website
  – Team video
Who Do You Approach

i. Representative with ties
ii. Marketing Department
iii. Public Relations
iv. Community & Public Affairs
v. info@xxxxx.com
vi. CEO & Directors
The Contact

• Email
  – Clear, concise, specific
  – Team, need, benefits
  – Follow up in 3-5 days
  – Make sure to know the right POC

• Phone call

• Sponsorship packets, videos, website
Thinking in the Shoes of Companies

• Reasons to Sponsor an AUV Team:
  – Advertising
  – Branding
  – Recruitment
Follow Up

• Continue developing a relation
  – Follow through on sponsorship benefits
  – Notify them when item is delivered
  – Update on progress
  – Feedback and data reports
  – End of the year general thank you
  – Pass on the relationship to young member
Working towards Future Sponsorship

• Update your sponsors
  – feedback or data reports
  – newsletters

• Have an organized and updated sponsorship list

• Know when companies are visiting your school

• Resume book
Other funds

- Crowdfunding
- Alumni Network

<table>
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<th>CUAUV Robotic Submarine Parts</th>
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To watch a video tutorial explaining how to thank your supporters, [click here.](#)

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<td>$5,279.00</td>
<td>27</td>
<td>43 members</td>
<td>74 supporters</td>
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53.0% of goal raised!
Final Tips

• Never, never, never send the wrong email
• Find the right sponsor
• Ask for something (money, discount, donation)
• Propose specific media coverage
• Be brief
• Be ready to follow up relentlessly
• Someone has already gotten it. Why not you?
Questions?