

KINGMAN HIGH SCHOOL ROBOTICS TEAM

MARKETING HANDBOOK

Bionic Bulldogs
Team 60

Kingman High School
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ROBOTICS MARKETING HANDBOOK

Compiled in 2003 by Shawn Hardina
Kingman High School Robotics

FOREWORD

*Marketing is not just a function of a few members of the Robotics Team.
It is a consolidated view and effort of the entire Robotics Team*

A major requirement for sustained long-term success of any robotics team is the presence of a systematized marketing plan. Most people feel that marketing is just for a select few. This is not the case. The robot, the competitions, or the classes are not the primary point of a self-sufficient, self-sustaining team. True marketing is much larger than any of these things. "True Marketing" calls for the ability of everyone on the team to realize and understand that the Entire Organization is in fact the product that is being marketed. Marketing is not one small point. It is the whole point and nothing but the point, because everything else of a self-sufficient team is dependent on it. Marketing not only communicates your teams vision, beliefs, values, dreams, and goals but true marketing has also to do with how your team delivers it's vision.

Your team needs to ask the question, "Why should a company give you money and not another organization? What are your team, school, community, and state going to get out of it? Most importantly, what is the business going to get out of it? What makes you unique and different? What is your promise to your school, community, and supporters? Hopefully, as you can see the answers to these questions strikes at the very heart of any robotics team – at everything it does, how it does it, everything it believes in, and how it lives up to these beliefs. Marketing is not simply pictures, products, presentations, or phone calls... Marketing is an entire system through which your team makes a promise and delivers it. In other words, a self-sufficient robotics team does not *do* marketing, it *is* marketing. This calls for a reorganization of a team so that it can offer a promise that can not be ignored and that can be delivered on every time. This is the job of every member of the team.

In a self-sufficient team every aspect of the team is involved in marketing the team. Everything a team does is a reflection of that team. Does your team market a message of inspiration and excellence or does it market a message of apathy and mediocrity. A self-sufficient team should portray Excellence, Professionalism, and Quality in everything they do. How they dress, the words they use, how the pit looks, the quality of the team shirts, the quality of the robot, the style in which they compete, how they behave in school, the grades of it's team members, how the team supports their school and community, how they meet their deadlines, how they thank their supporters and sponsors, how they help other teams, and much, much more. In general, a self-sufficient team needs to show Excellence, Professionalism, and Quality in every way imaginable as they are trying to deliver on their promise. It is this promise that everyone on the team markets.

No team will be self-sufficient for very long if it does not believe that true marketing is not marketing of the robot by the one or two people but true marketing is the marketing of the entire team (organization) by the entire team.

COMPONENTS OF THE MARKETING PROCESS

PRE-PRESENTATION

1. Manual – Contacts/Records
2. Phone Script
3. Letter of Introduction – New Contacts and Repeat Contacts
4. Train New Marketing Team Members
5. Make sure robot is functional
6. Make Copies of all needed materials
7. Practice, Practice, Practice, and Practice
8. Confirm Meeting

PRESENTATION

1. Introductions
2. Power Point
3. Team Montage
4. Robot Demo
5. Newsletter – Hand Out/Sign Up
6. Close

POST – PRESENTAION

1. Send Thank You for Presentation – Hand written
2. Follow call on thank you (ask if can help)
3. Yes – ask to send invoice – Send Invoice
4. Call – follow up on invoice
5. Send thank you for contribution
6. Set up newspaper photo op for contribution
7. Send up dates, photos, newsletter, invitation to team banquet, thank you gift.

THE TOUGH QUESTIONS

1. What is the Primary Mission of your team?
2. Who is important to your team?
3. What makes your team unique and special? What do you do differently than any other team out there?
4. Why should anyone want to help and support your team and not another group or organization?
5. What is your promise to your supporters?
6. How have you delivered on that promise? How are you going to deliver on that promise today? How are you going to deliver on that promise in the future?
7. Where do you honestly stand now? How are you going to move forward... starting today?
- 8.
- 9.
- 10.
- 11.
- 12.

Main Contact List

[illegible]

Company _____

Contact Name: _____

Phone Number: _____

NOTES

**Letter to send to a Future/New Sponsor
It should be on Team/School Letterhead**

Date

Dear (Name of Contact),

We are a team of students at Kingman High School that are going to participate in the 2004 US FIRST Robotics Competition. We will be competing in regional competitions in Phoenix and Denver and in the Nationals in Atlanta. Our team members and mentors will donate time and expertise to these efforts. We are hoping that you will join us. Besides being great fun, it is an excellent opportunity for everyone to come together as a team and support the youth who will grow to become the much-needed engineers and technicians of tomorrow's labor pool.

FIRST "For Inspiration and Recognition of Science and Technology" is a non-profit organization whose mission is to generate an interest in science and engineering among today's youth. Currently, their primary means of accomplishing this goal is through their annual robotics competitions, which began in 1992. This competition immerses high school students in the exciting world of engineering and technology. We team up with engineers from businesses and universities and get a hands-on, inside look at the engineering profession. In six intense weeks, engineers along with mentors work with us to brainstorm, design, construct and test our "champion robot." This robot is then sent to our local regional competitions and then to the Olympic Park in Atlanta for the final level of competition.

The partnerships developed between schools, businesses, and universities provide an exchange of resources and talent, highlighting companionship and dedication, building cooperation, and exposing us to new career choices within the scientific and engineering field. The result is a fun, exciting and stimulating environment in which all of us discover and realize the important connection between classroom lessons and real world applications.

We would like to schedule a meeting for our team to demonstrate the talents of our robot which was used for previous competitions and to discuss ways in which you may be able to help our team achieve our goals. We will call you in the next few days to schedule a meeting. We look forward to meeting with you and we look forward to exceeding your expectations.

In advance, thank you for your support.

Sincerely,

Amanda McCord
Student Marketing Director
Kingman High School Robotics Team

Letter to send to a Returning Sponsor (from previous years)
It should be on Team/School Letterhead

Date

Dear (Name of Contact),

It is that time of year again, the start of another fun filled, exciting, and rewarding season. We again want to thank you for your generous contribution to our team last year. With your help we were able to purchase a new lap top computer and video camera, were able to donate \$500 to local charities and \$1,000 to help a rookie robotics team in California. We also started a Robotics Lego summer camp for 36 children 9 -14 years old, and paid the registration fee for six Lego League Robotics teams in Mohave County. During our competitions we were quarterfinalists and winners of the Sportsmanship Award at the Phoenix Regional and we placed 1st at the Los Angeles Regional and won the Judges Award.

We would like to set up an appointment to talk to you in more detail about our achievements of the past year and show you what new ideas and plans we have for the upcoming year. We would also like to bring with us our awards and robot to show you and others at your company what you all helped us achieve.

We will be calling in the next few days to set a presentation/demonstration time with you. Once again, thank you for all your help. With out the support of our community none of our accomplishments would have been possible.

Sincerely,

Amanda McCord
Student Marketing Director
Kingman High School Robotics

Phone Script – Follow up of NEW and CURRENT contact letter

Dear _____,

Hello, _____ my name is _____. I am a member of the Kingman High School Robotics Team. I am calling to see if you received the letter we sent you a few days ago.

Yes

Ask if they would be interested in setting up a meeting and which day and time is best for them

No

Explain to them what was in the letter and ask if they would like to have a presentation to explain what your team is and does and to determine if they might be able to help.

This is easy to do because you are not asking for money or an appointment you are asking to see if they received the letter and you go from there.

Sample Thank you note for the presentation/meeting

(This should be a hand written note)

Date

Dear _____,

On behalf of the Kingman High School Robotics Team I want to thank you for meeting with us this past _____. We know you have a very busy schedule and we enjoyed meeting you and speaking with you about the goals and aspirations of our team.

1. Thank you for committing to support our team this year. We will be contacting you in the near future to determine how this can be done.
2. We are sorry that you will not be able to help our team this year. We look forward to working with you in the future.

Sincerely,

Amanda McCord
Student Marketing Director

Sample Thank You for Donation
(It should be hand written)

Date

Dear _____,

As student director of marketing of the Kingman High School Robotics Team, I would like to thank you for your generous gift of \$\$\$\$\$. This gift will assist in our efforts to once again compete in the US FIRST Robotics Competition.

Your gift will be used to help our team pay for event registration and travel expenses. We deeply appreciate your support and we will keep you updated on our progress.

Sincerely,

Amanda McCord
Kingman High School Robotics Team