

# ***KINGMAN HIGH SCHOOL ROBOTICS TEAM***

## ***MARKETING HANDBOOK***

Bionic Bulldogs  
Team 60

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# ROBOTICS MARKETING HANDBOOK

Compiled in 2003 by Team 60  
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.

(Letter to take to small business to ask for help)

## **Kingman High School Robotics Bionic Bulldogs**

Our robotics team is part of the national US FIRST Robotics Competition. The purpose of the competition is to team high school students with engineers to teach the students about engineering and technology. The teams are given a task; each team has six weeks to design, test, and build a robot to complete the task, which changes every year. So far our team has been very successful, taking FIFTH IN THE NATION in the 1999-2000 season, THIRD IN THE NATION in both 2000-2001 and 2001-2002 seasons, and we have won numerous regional competitions and other robotics awards. Even though students rely on our mentors and volunteers, there is one other group we rely on, financial supporters.

US FIRST (For Inspiration and Recognition of Science and Technology) is a non-profit organization designed to get students involved in the science, math, and technology. Many participants go on to high level careers in these fields. Regional Competitions are held all over the US and in Canada. This year we are planning to compete in regional competitions in Phoenix and in Los Angeles and at the National Competition to be held at the Olympic Park in Atlanta, Georgia. All these competitions take a considerable amount of money. Paying for the materials to build the robot, registration fees, travel expenses, team operating expenses, and robotics grants will cost our team an estimated \$70,000 this year. We rely on student fundraising and the school district but the majority of our money comes from generous contributions from business such as Ford Motor Company and local companies; Southwire, Laron Incorporated, BBC, American Woodmark, I Corp, Repo Depot, Brackett Aircraft, and West Coast Netting, just to name a few. With your support students are able to go to the competitions, gain real world experiences, and even qualify for scholarships to top colleges and universities.

What we are asking from the businesses of our town, is your support in helping young minds excel to the farthest reaches of their imaginations, and making more out of life by experiencing the world first hand. We would love for you to be part of our futures so we can be a better part of yours. We thank you for your time and consideration.

Sincerely,

Members of the Kingman High School Robotics Team

### **Script (2 or 3 people) In person contact Small Business**

Ask to speak with the manager. If they are not there ask when he/she will be there and return later to speak with them.

Hello, my name is \_\_\_\_\_ and this is \_\_\_\_\_ we are with the Kingman High School Robotics Team. We are starting our 8 season this year. We compete in the US FIRST High School Robotics Competition against teams from all over the world. We were wondering if you might have a few minutes so that we can tell you about our team and what we do and discuss ways in which you might be able to help us.

#### Yes

Hand them the letter and newsletter and tell them about your teams past accomplishments and future plans. Ask them if they might be able to help in any way.

#### No

Ask them if you can come back at a better time.

They usually ask, What do you need? How can we help? You better have some great answers ready!!!!

If they ask how much money do you need tell them that our team needs to raise between \$40,000 and \$50,000 this year but whatever they could give would be greatly appreciated.

### **Script (2 or 3 people) In person contact Small Business - Returning**

Hello, my name is \_\_\_\_\_ and this is \_\_\_\_\_ we are with the Kingman High School Robotics Team. Your company was able to help us out last year by \_\_\_\_\_. Here is a newsletter that we created. (tell them how their \$ helped). We were wondering if you might be able to help us out again this year?

Go from there.

They usually ask, What do you need? How can we help? You better have some great answers ready!!!!

If they ask how much money do you need tell them that our team needs to raise between \$40,000 and \$50,000 this year but whatever they could give would be greatly appreciated.

**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