



2011 - 2012 SEASON BUSINESS PROPOSAL AND TEAM BUDGET



Who We Are

The Grand Blanc High School Robotics Team 2337, also known as The EngiNERDs, is a FIRST Robotics Team. The EngiNERDs Rookie Season began when two Students, Matt Dearlove and Gage Hainer, approached Clinton and Brandi Bolinger with interest in founding a FIRST Robotics Team as a club at Grand Blanc High School. After months of research and effort, Team meetings began in the fall of 2007. At the end of their Rookie season, the Team consisted of ten Mentors, two Student Team Captains and twenty-five Students, and currently operates with over twelve adult and Team Alumni Mentors, two Team Captains, 14 Student Section Leaders, and nearly thirty student Team Members.

After winning their first District Competition in 2010, the Grand Blanc High School Robotics Team set high expectations for the following year. In reaching for these goals, 2011 brought about the most successful season in the EngiNERDs' history, with accomplishments including but not limited to: competing in the elimination matches at all nine events attended, a District Chairman's Award, winning two District Competitions, as well as numerous Team awards.

Unlike some Teams in the FIRST Robotics Competition, The Grand Blanc High School Robotics Team takes a very hands-on approach to the process of designing, prototyping, building, programming, and operation of the Robot. All design ideas are student-driven, and the remainder of the processes is lead by students. The role of Team Mentors is simply to guide students in completing tasks in a safe and timely manner, and introduce students to new information and practices. The EngiNERDs' two Head Mentors oversee all operations, and ensure that Students and Mentors are working together toward a common goal.

One of the main focuses of the Team is service within the community. Through their outreach efforts, the EngiNERDs have collected more than 600 pounds of aluminum can tabs for the Ronald McDonald House Charities through their "Pulling Together for Faith" initiative, raised over \$1,800 for Children's Miracle Network at Hurley Medical Center in Flint through "Extra Life", and provided local families in need with holiday dinners and Christmas gifts in conjunction with "FISH Families" charities.

To spread the word of FIRST, Team 2337 has partnered with the Mid-Michigan Robotics Alliance (MMRA) to participate in demonstrations at Flint's Back to the Bricks and Sloan Auto Fair celebrations, reaching more than 250,000 patrons. The EngiNERDs annual Robot Boot Camp has become an object of interest to other FIRST Robotics Teams throughout the state of Michigan, whose Students, Mentors, and Parents attend in order to gain knowledge of how to run a FIRST Robotics Team, and skills to successfully navigate through build and competition seasons. EngiNERDs Students and Mentors volunteer at three FIRST Lego League Competitions, and act as judges, referees, runners, queuing managers, as well as assist with set-up, tear-down, and organization of the events. Several Students on Team 2337 coach a middle school level FIRST Lego League Team, where one student acts as the Lead Young Adult Mentor.

The Mission Statement of the Grand Blanc High School Robotics Team was developed by Students in collaboration with Mentors, in order to describe the intentions and goals of The EngiNERDs. This mission is to promote innovative ideas and actions through collaboration of Students, Mentors, and sponsors in development, construction, promotion and operation of a FIRST Robotics Team. Students and Mentors will complete tasks that will assist in developing business skills that will be applicable in real-life situations, and will assess every situation as an opportunity to learn. Members of the Grand Blanc Robotics Team will maintain Gracious Professionalism toward all Teammates, other FIRST Robotics Teams, as well as their community, in order to gain an understanding of the importance of networking and professional communication.

The Grand Blanc High School Robotics Team holds all of its members - both Students and Mentors - to a very high standard at all times. All Students must maintain a minimum of a 2.5 Grade Point Average in order to travel with the Team, and are required to submit monthly progress reports to track performance and promote academic excellence. Mentors encourage Students to ask for assistance with school-work when needed, and offer aid with homework assignments on a continual basis. Head Mentors encourage every Student to attend post-secondary education, and require all graduating EngiNERDs apply for applicable FIRST Robotics Scholarships. Mentors are expected to conduct themselves in a professional manner at all times, reflecting the typical behavior in the professional business atmosphere onto Students.

The EngiNERDs have strong parent support through the Parent Robotics Organization, or "PRO". The PRO is a registered organization through Grand Blanc Community Schools, and is designed to increase parental involvement with the Team through participation in coordination of Team Events and necessary Team items such as apparel and promotion. The main goal of the PRO is to support the Team and its Mentors throughout the season, and create opportunities for those parents who may not possess technical skills to maintain an active role within the Team.

2010 - 2011 Team Accomplishments

2011 FIRST Robotics Competition Season

Kettering District Competition

Semi-Finalist

Ann Arbor District Competition

Event Winner

District Chairman's Award

Troy District Competition

Event Winner

Delphi Engineering Excellence Award

Underwriter Laboratories' Industrial Safety Award

Michigan State FIRST Championship

Quarter-Finalist

Motorola Quality Award

FIRST World Championship

Galileo Division Quarter-Finalist

FIRST Intelligent Ground Vehicle Competition

Event Winner

Indiana Robotics Invitational

Quarter-Finalist

Michigan Advanced Robotics Competition

Semi-Finalist

Kettering Kickoff Competition

Event Winner

2010 FIRST Robotics Competition Season

Kettering District Competition

Spirit Award

Semi-Finalist

Ann Arbor District Competition

Motorola Quality Award

Event Winner

Michigan State FIRST Championship

First Suspension in Michigan

Quarter-Finalist

FIRST World Championship

Curie Division Quarter-Finalist

FIRST Intelligent Ground Vehicle Competition

Semi-Finalist

Michigan Advanced Robotics Competition

Spirit Award

Finalist

Indiana Robotics Invitational

Quarter-Finalist

Kettering Kickoff Competition

Quarter-Finalist

Since 2008, five graduating EngiNERD students have been awarded the Kettering University *FIRST*® Scholarship, each worth \$22,500 over the course of four years.

What It Takes

Due to the high costs of running a *FIRST*® Robotics Team, funding for the Grand Blanc High School Robotics Team is heavily reliant on donations from Corporate Companies and Local Businesses. Sponsorship donations are used to cover registration fees, building materials, Team expenses and general operation of the Grand Blanc High School Robotics Team. Sponsorship donations have an immense impact on The EngiNERDs' Students, by providing financial backing to create once-in-a-lifetime experiences. By working hand-in-hand with companies to promote their business, Students also gain an appreciation for "real-world" business sense, as well as an introduction to the corporate business atmosphere.

All donations are fully tax-deductible, and all funds are handled directly through Grand Blanc Community Schools' Main Office.

The following is an estimate and summary of the cost associated with operation of the Grand Blanc High School Robotics Team for the 2011-2012 Season. These numbers are an estimate only, and are subject to change.

First and Second District Competitions	
First and Second District Competition Entry Fees, and Robot Kit of Parts	\$5,000
Third District Competition	
Registration Fee	\$ 500
Michigan State Competition (if qualified)	
Registration Fee	\$4,000
<i>FIRST</i> Championship Competition (if qualified)	
<i>FIRST</i> Championship Competition Registration Fee	\$ 5,000
Transportation Cost for <i>FIRST</i> Championship Competition, St. Louis, MO ¹	\$12,500
Lodging Cost for <i>FIRST</i> Championship Competition ²	\$13,000
Post-Season Events	
Registration Fees	\$1,000
Operation and Promotion	
Materials to Build Robot	\$3,500
Safety Training and Materials	\$500
Operation and Promotion Materials	\$1,500
First and Second District Competitions	\$ 5,000
Third District Competition	\$ 500
State Competition	\$ 4,000
Post-Season Events	\$1,000
Operation and Promotion	\$5,500
Total Cost (excluding Championship)	\$16,000
Championship Competition	\$30,000
Total Cost (Including Championship)	\$46,000

¹ Based on group-rate airfare prices for 50 Team members. Fares as of October, 2011, available at www.expedia.com.

² Based on 50 Team members, with 4 Team members per room, at a rate of \$200 per room, per night, for five nights.

Levels of Sponsorship

By donating monetary funds, labor, materials, or in-kind donations, sponsors will gain recognition and advertisement throughout the entire 2011 - 2012 season. Level of representation is based on the amount of donation, and the various levels are as follows:

Program Partner

\$10,000 or higher monetary contribution

Program Partner Benefits:

- Recognition in all competition announcements, programs, and listings
- Logo prominently displayed on robot, banners, brochures, and letterhead
- Logo prominently displayed on Team uniforms (if sponsorship is received on or before December 12, 2011)
- Company recognition in local, regional, and national media coverage (where available)
- Company name included in official Team Name, and in Team portfolio (if Sponsorship is received before December 12, 2011)
- Highlighted on Team website
- Honorary Team membership at all attended events, including national competition

Executive Partner

\$ 5,000 - \$9,999 monetary contribution or \$7,000 or higher in-kind contribution

Executive Partner Benefits:

- Large logo displayed on robot, banners, brochures and letterhead
- Large logo displayed on Team uniforms (if sponsorship is received on or before December 12, 2011)
- Local, regional, and national media coverage (where available)
- Company name included in official Team Name, and in Team portfolio (if Sponsorship is received before December 12, 2011)
- Highlighted on Team website
- Honorary Team membership at district and State competitions and at promotional events

Program Sponsor

\$ 2,000 - \$4,999 monetary contribution or \$ 3,000 - \$6,999 in-kind contribution

Program Sponsor Benefits:

- Medium logo displayed on robot, banners, brochures and letterhead
- Medium logo displayed on Team uniforms (if sponsorship is received on or before December 12, 2011)
- Local, regional, and national media coverage (where available)
- Company name included in official Team Name, and in Team portfolio (if Sponsorship is received before December 12, 2011)
- Listing on Team website
- Representative spot at all promotional events

Supporting Sponsor

\$ 500 - \$1,999 monetary contribution or \$ 500 - \$2,999 in-kind contribution

Supporting Sponsor Benefits:

- Logo displayed on robot
- Company Name featured in text on Team uniforms (if sponsorship is received on or before December 12, 2011)
- Logo displayed on Pit banners and brochures
- Listing on Team website
- Recognition at community events

Contributor

\$250 - \$499 monetary or in-kind contribution

Contributing Sponsor Benefits:

- Small logo displayed on robot
- Listing on Team website

All sponsors will be invited to attend district and state competitions as well as community events.
Materials and volunteer time qualify as in-kind contributions, and value of such contributions shall be acknowledged.
All sponsors are entitled to an annual financial report at the end of each season, in September, per request.

Benefits of Sponsorship

The Grand Blanc High School Robotics Team takes advantage of all available methods of promotion to support the donations of Corporate Companies and Local Businesses. In addition to advertisement, sponsoring The EngiNERDs creates additional benefits that affect not only Team Members, but also to the Companies and Businesses who contribute.

Increase Publicity and Visibility

- Company Recognition through acknowledgement in Grand Blanc High School Robotics Team publications (based on level of sponsorship)
- Worldwide Exposure to over 32,625 Students, 18,270 Mentors, and 5,700 volunteers from Canada, Brazil, Ecuador, Mexico, Great Britain, Israel, and the United States
- Television Coverage on ESPN, NBC, ABC, CBS and many other national and local stations which have shown the *FIRST*® Robotics competition in whole and in part
- Media Publications such as the Chicago Sun Times and the Flint Journal, and online sources such as Business Week and CNN.com have covered *FIRST* Robotics Teams and events

Create Educational Opportunities for Students

- Engineering and Business Concepts are introduced to Students with the assistance of workforce professionals
- Problem Solving Skills are assessed and expanded through exposure to real-world situations
- Planning and Organizational Routines that Students can apply in all areas of life become second nature
- Social Skills are acquired and developed due to exposure to a diverse group of people and situations
- Scholarship Opportunities close to \$14.8 million are available to all Students who participate in *FIRST* Robotics
- Quick Decisions must be made and carried out as a Team, fostering innovative thinking and Teamwork
- Students take tours of Sponsor facilities, introducing them to real-world work environments

Boost Company Morale

- Renewed Inspiration is provided to company engineers and employees
- Increase Volunteerism by offering employees an exciting and gratifying Mentor position
- Strengthen Company Reputation within the community
- Provide Opportunities for employee Team building and training
- Offer employees a sense of satisfaction and pride to support The EngiNERDs

More Information

For more information on the Grand Blanc High School Robotics Team,
please visit the EngiNERDs' website at www.Team2337.com
or contact one of the Team's Head Mentors.

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Our 2010 - 2011 Season Sponsors

The EngiNERDs would like to thank the following Corporate Companies and Local Businesses for their gracious contributions that made this amazing season possible:

Program Partners



Executive Partners

The Chrysler Foundation



Supporting Sponsors



Contributors

