



2024 - 2025
TEAM 6201
SPONSOR
INFORMATION
PACKET

About Us



Our team, The Highlanders, was founded in 2016 by a combination of students and teachers in Somerville High School to use what students learn in the classroom and apply it to compete in the FIRST Robotics Competition. Since 2015, we have competed in several different events all across Massachusetts, along with some that occurred out of state, such as the 2017 FIRST World Championships in St. Louis, Missouri.

In a collective effort as a team, we work to build a robot by ensuring that everyone understands the complex concepts so everyone in the group can contribute. When it comes to new students, we teach them everything, starting with basic ideas to more complicated ideas. What they will learn includes how to program the robot with Java, how to properly use tools, wiring electronics, how to create designs, and how to take their designs and turn them into 3D models using computer software.

Aside from the technical aspects, we also do a lot of community outreach and business. We strongly believe that giving back to our community and inspiring the next generation of engineers and problem solvers is vital. We do community outreach events with the help of adult mentors where we attend local city events, visit middle schools to run robot demos, and come up with ideas for future events. When it comes to business outreach, it takes a lot of money to create a successful robot and a successful team. We always work together to help fundraise money for future seasons so that the team can continue to compete in FRC and encourage a love of STEM in youth.

With all we do in robotics, every member of the team can develop not only skills in problem-solving and critical thinking, but also skills in public speaking, coaching, communication, teamwork, and time management. These skills are essential inside and outside of our meetings, and we hope to be able to continue teaching crucial skills to those in our club as much as we can.

FIRST

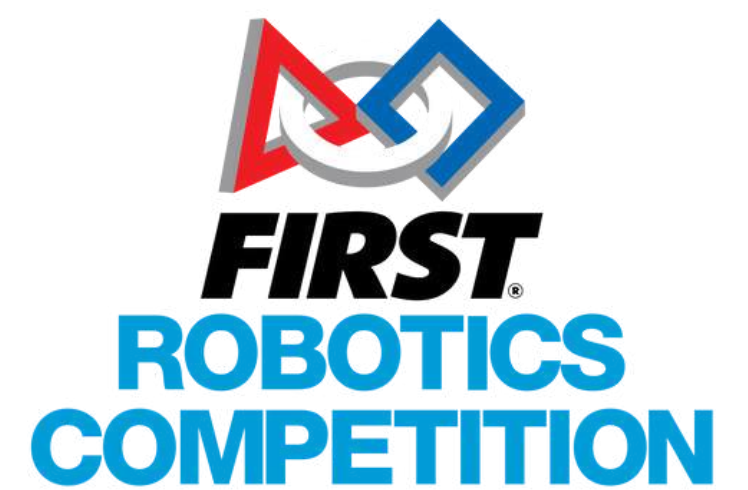
What is FIRST?

FIRST (For the Inspiration and Recognition of Science and Technology) is a nonprofit organization that was founded by Dean Kamen in 1989. FIRST was created to get students from ages K - 12 involved in and excited about STEM. FIRST is made up of four different programs: FIRST Lego League jr, FIRST Lego League, FIRST Robotics Competition, and FIRST Tech Challenge. Students from all four programs learn a variety of skills through the different robotics challenges they are faced with. FIRST goes beyond the competition and offers huge scholarship opportunities and internships for FIRST students and for FIRST alumni.

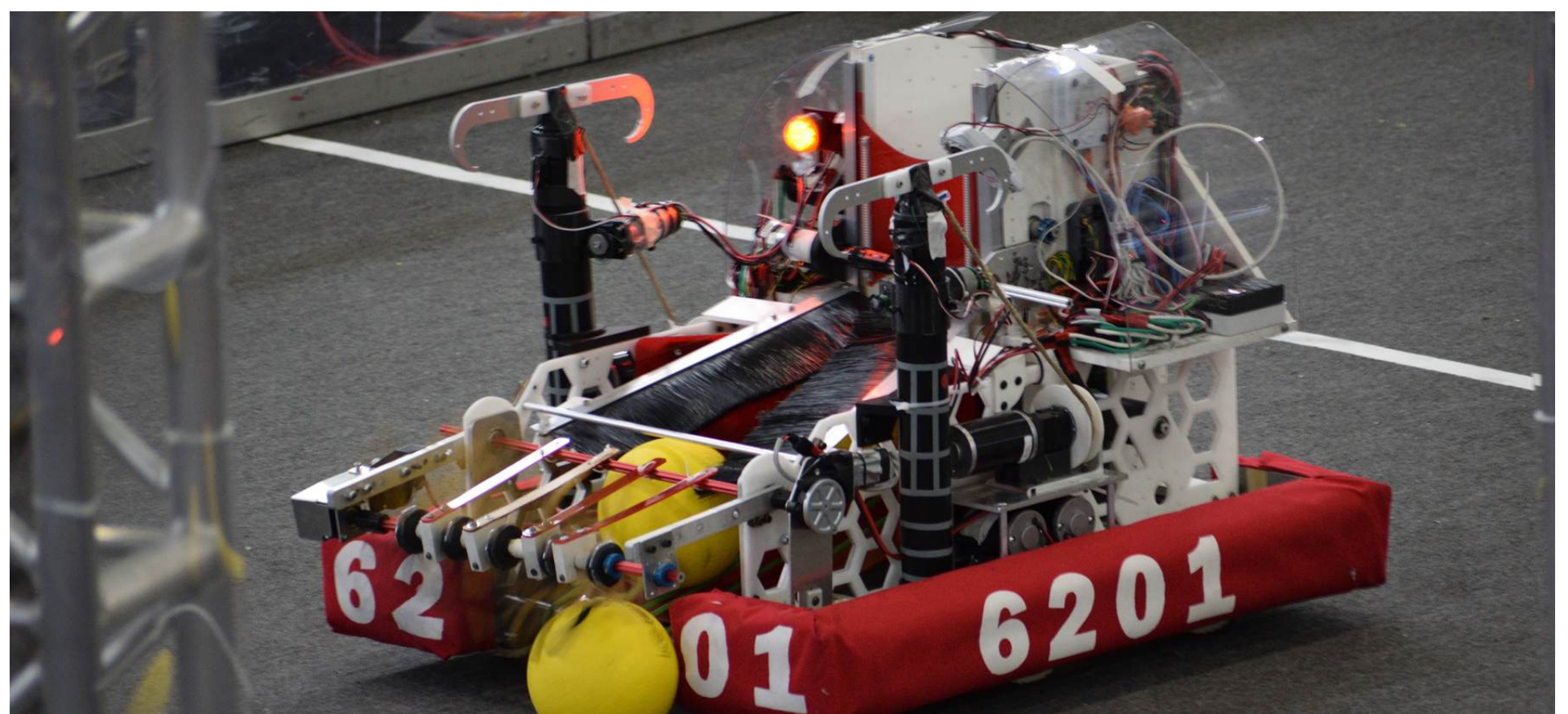


What is FRC?

First Robotics Competition (FRC) is an annual international robotics competition that takes the excitement of sports and the challenges of STEM to create a competition where students in high schools from all over the world compete. Students who are on a FRC team are presented with a challenge on January 5th and are then given six weeks to design, build, and program a robot to perform tasks that will earn the team points. Teams use tools that are used by many engineers at their jobs today. Teams also work on nontechnical tasks such as team management, finance, graphic design, website development, and social media. The students on FRC teams also receive help from mentors and volunteers who use their skills to guide students to help their teams succeed.



“It’s not just about robots. It’s about building self confidence, respect, and important relationships with people who invent new technologies to make a better future.” – Dean Kamen, FIRST founder

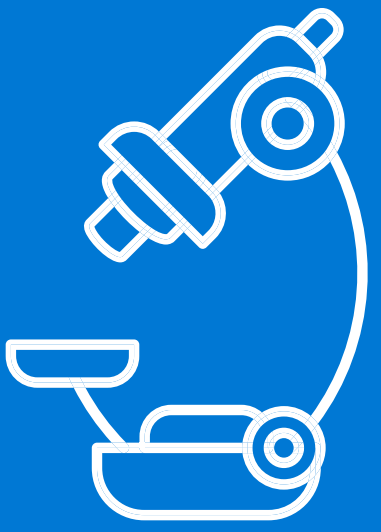


FIRST'S Impact

“FIRST invests in evaluation to continuously measure and inform the organization in its effectiveness in reaching its desired outcomes and making data-driven decisions to improve programs.” Studies are conducted to evaluate the impact on youth participants including understanding changes in STEM interest and intent, education achievement, post-high school plans, career intent and outcomes related to 21st century work skills, as a result of participating in FIRST. The data gathered from students in FIRST® over the course of 10 years shows an increase in:

STEM INTEREST

2X
more likely to major in
STEM



41%
major in
Engineering

33%
of women major
in STEM

WORKFORCE SKILLS GAINED

98%
Improved problem
solving skills

95%
Increased conflict
resolution skills

93%
Increased time
management skills

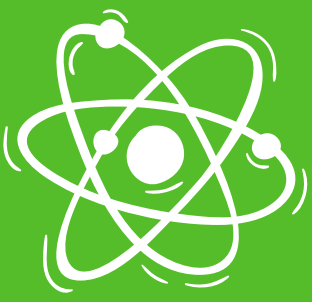
Over 76%
Strengthen
communication skills

LEADERSHIP, INNOVATION, ENTREPRENEURSHIP




93%

Gained mechanical
and/or technical
skills



83%

Gained interest in
becoming an
engineer or scientist



92%

Gained interest in
going to college

Source: Cross Program Evaluation of the FIRST® Tech Challenge and FIRST® Robotics Competition (2011).
Brandeis University (2016). FIRST® Longitudinal Study: Finding at Follow-Up. Waltham, MA.
FIRST®, 2015 FIRST Alumni Survey.

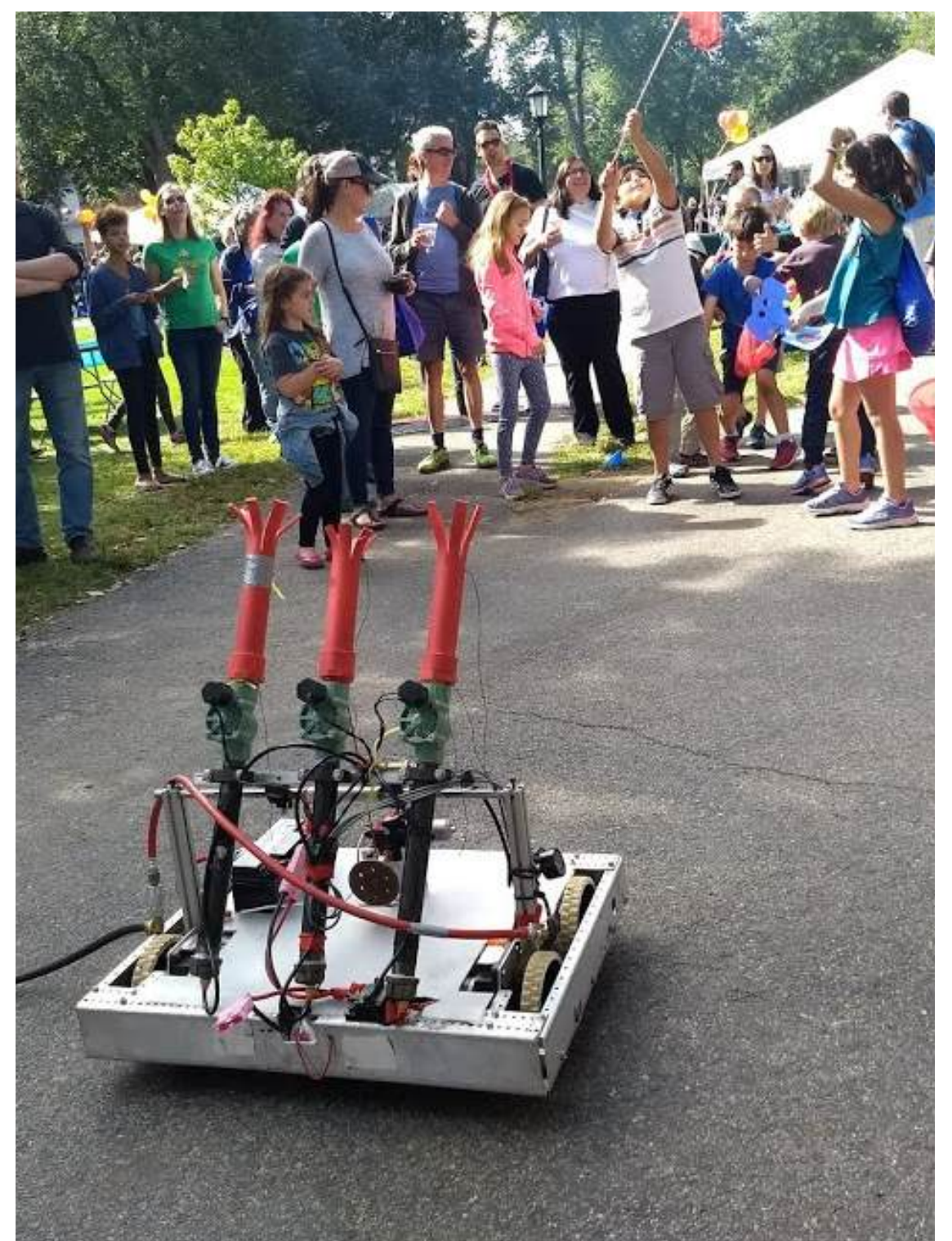
Community Outreach

Our team has taken part in many community outreach events throughout Somerville. We attend local city events and festivals and visit elementary/middle schools to inspire younger students to pursue STEAM and robotics. At these events, we run robot demonstrations, including our custom-built robot that launches candy for children. We also built a S'more-making robot that we have brought to many local events. The customer pushes a button which starts the s'more building process. We feel it is important to help give children and families the chance to see what type of projects can be done when people work together, while also exposing them to FIRST Robotics and the opportunities available to join and support our team.

2024 - 2025 Community Events & Programs

- Fluff Festival
- Cambridge Science Fair
- Watertown's Faire on the Square
- Mass Robotics
- Somerville Robotics League
- 4 First Lego League Teams
- Summer Robotics Program
- Girls Who Code

Our team has been doing targeted outreach to students in Somerville Public Schools' middle grades. Specifically, our team hosted a Middle School Summer Robotics program for two weeks this summer at SHS and Robotics Program from October through December. Students from 6201 planned, designed, and facilitated these programs with support from adult mentors. Students in middle grades created robots using LEGO to complete various challenges.



Accomplishments

2015 - 2016

Highest Rookie Seed award: North Shore Event in Reading, MA.

The team ranked 11 with a record of 8-7-0.

Rookie Inspiration Award: UMass- Dartmouth Event in North Dartmouth, MA.

2016 - 2017

Creativity Award: NE District- SE Mass event in Bridgewater, MA.

The team ranked Rank 6 with a record of 9-5-1.

Gracious Professionalism Award: NE District-Greater Boston event in Revere, MA.

The team ranked Rank 6 with a record of 10-6-2.

Advanced to New England District Championship for the first time.

Advanced to World Championship hosted in St. Louis, Missouri for the first time.

Creativity Award: World Championship.

2017 - 2018

The team ranked 7th with a record of 11-5-0 at NE District - Greater Boston Event NE District-Greater Boston event in Revere, MA.

Advanced to to New England District Championship

2018 - 2019

The team was rank 8th with a record of 9-8-0 at the NE District-Greater Boston event in Revere, MA.

The team was awarded the Team Spirit Award for our team's outreach and team spirit during competitions.

An article was written about the team winning the award in our city's newspaper.

2019 - 2020

The team was ranked 7th with a record of 10-6-0 at the NE District - SE Mass event in Bridgewater, MA.

The team was awarded the Engineering Inspiration Award for our team's outreach

An article was written about the team winning the award in our city's newspaper.

2021 - 2022

The team was rank 12th with a record of 7-7-0 at the NE District-Greater Boston event in Revere, MA.

Advanced to to New England District Championship

2022 - 2023

At the North Shore event in Reading, MA, the team was chosen by the second seed alliance and won our first event. The team was also awarded the Team Spirit Award.

The team was awarded the Team Spirit Award again at the Greater Boston Event in Revere, MA.

2023 - 2024

At the North Shore event in Reading, MA, was awarded the Engineering Inspiration Award.

The team was awarded the Creativity Award at the Greater Boston Event in Revere, MA.

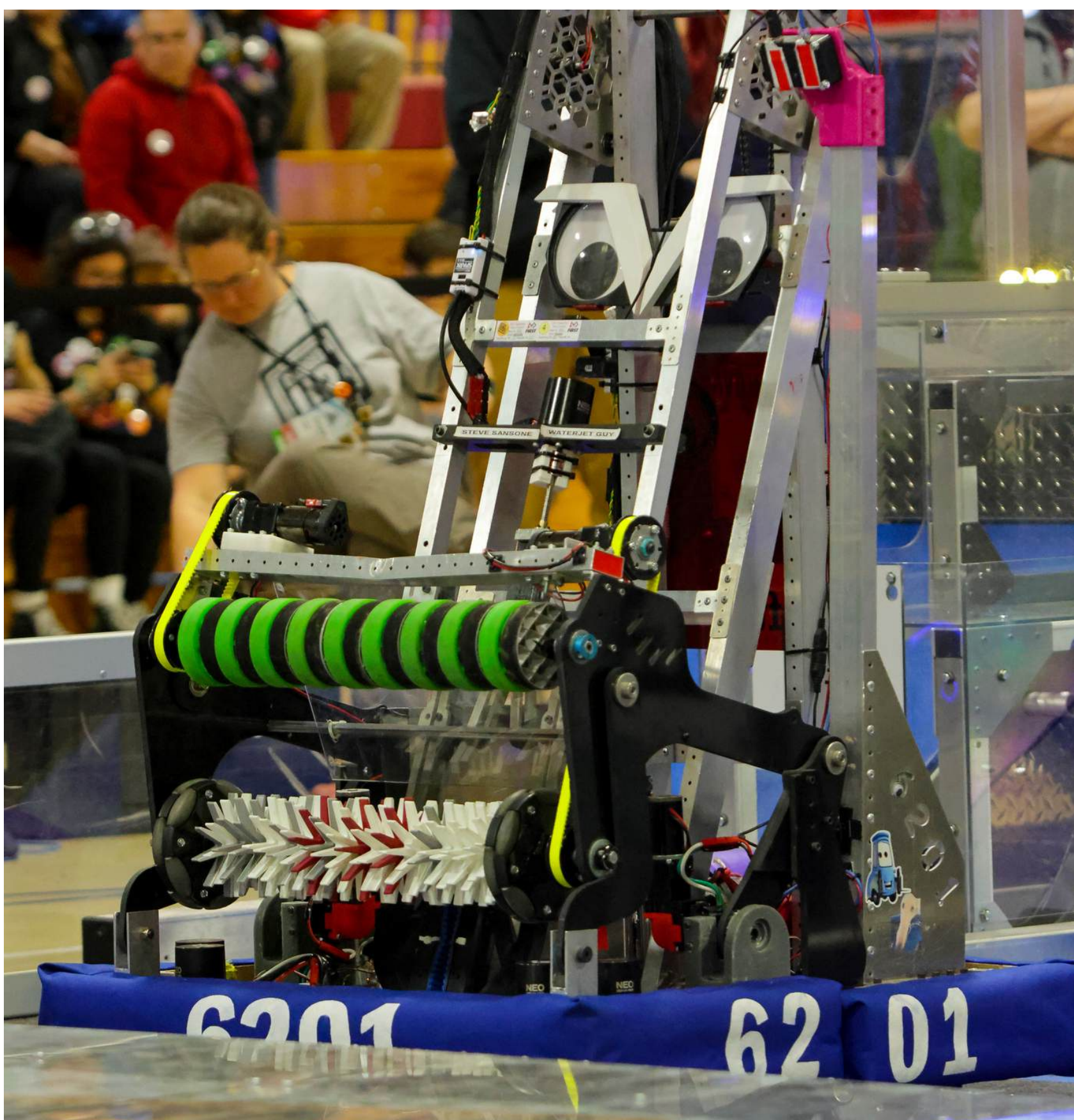
Sponsorship Levels

The Highlanders Robotics is organized through the Somerville Public Schools. We are grateful for both monetary and in-kind donations. Each tier has a different set of benefits, with each donation group including benefits below.



Pioneer - \$500

- Official Sponsor Status
- Periodic update emails
- Name on website
- Company mentioned on social media



Voyager - \$1000

- All Benefits of tier below
- Name on banner
- Name on shirt

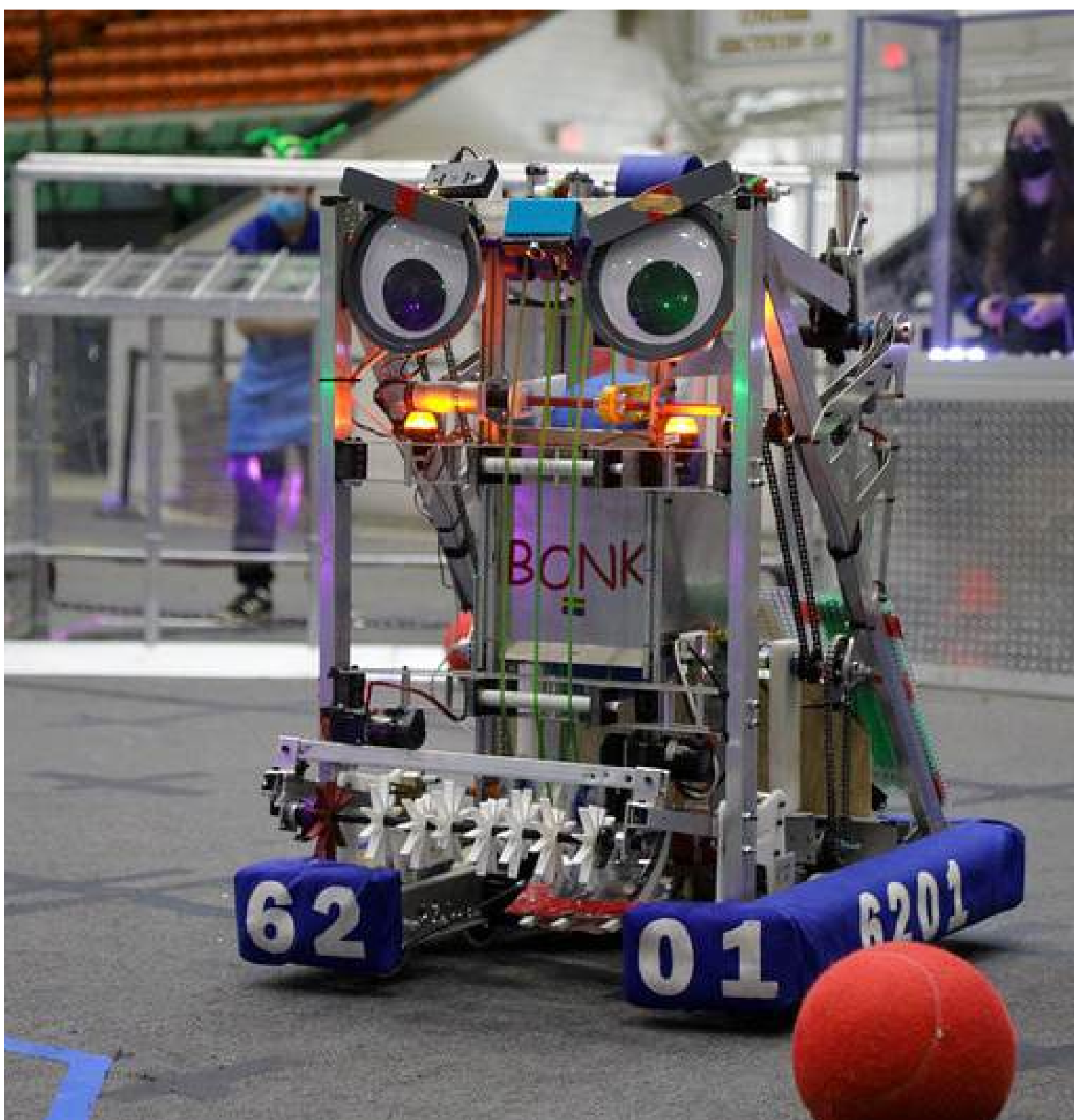
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Genesis - \$2000

- All benefits of tiers below
- Visit us (Send us an email to plan)
- Gift Package including
 - Team T-Shirts
 - 3-D Printed Team Googly-Eyes
 - And More!



Apollo - \$5000

- All benefits of tiers below
- Team Visits you (local only)
- Name on robot
- Weekly Competition Season Updates

Contact Us

If you would like more information on the Highlanders Robotics Team 6201, or would like to partner with us, please contact us:

Team's email

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Website

www.team6201.com

Mailing Address

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Somerville, MA 02143

Head Mentor

Laura Peters
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@frc6201



frc6201

Thank you for taking the time to review our sponsorship packet. If you would like to help support our team, we would love to hear from you.

