

# HOWDY BOTS

## FRC 6377



## Who We Are

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We are a community robotics team for students aged 13-18, who design and build a 120lb. robot during a two month build season and compete against other teams in a game that is different each year. The team meets year-round and operates like a small business with different sub-team groups that handle everything from marketing and fundraising to programming, mechanics, and electrical work through an apprenticeship model. Howdy Bots believes that the most consequential learning that students do should be fun. As *FIRST* founder Dean Kamen has said, "We don't use kids to build robots, we use robots to build kids." The collaborative effort of building and competing with a robot provides that element of fun.

Howdy Bots is unique in our area for being the only team who accepts anyone and everyone, regardless of ability or school affiliation. Our only restrictions are maturity, enthusiasm, and commitment. Any student who is excited to be at the shop and willing to work hard is welcomed with open arms to the Howdy Bots family.

## History

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ATX Robotics (a 501(c)(3) non-profit) started in 2016 when a student expressed interest in joining a *FIRST* Robotics Competition (FRC) team but discovered that he was ineligible because he was not enrolled in a high school and there were no local community teams available to him. ATX Robotics was created to fill that gap and to provide homeschooled and non-traditionally schooled students, as well as any other students who are otherwise unable to access a team, the opportunity to participate in *FIRST* robotics programs. These students compete against large well-resourced high school teams who have big workshops and even bigger budgets. ATX Robotics currently sponsors Howdy Bots FRC Team 6377.



## FIRST

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*FIRST* (**F**or **I**nspiration and **R**ecognition of **S**cience and **T**echnology) was founded in 1989 to inspire young people's interest in science and technology. Based in Manchester, NH, the 501(c)(3) not-for-profit organization designs accessible, innovative programs that motivate young people to pursue education and career opportunities in science, technology, engineering, and math, while building self-confidence, knowledge, and life skills.

*FIRST* Robotics Competition (FRC) is called the ultimate Sport for the Mind. Under strict rules, limited resources, and an intense time limit, teams of students are challenged to raise funds, design a team "brand," hone teamwork skills, and build and program industrial-size robots to play a difficult field game against like-minded competitors. It's as close to real-world engineering as a student can get. Participants call it "the hardest fun you'll ever have."

# Our Impact

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Colleges and employers recognize the crucible *FIRST* participants have been through, value their experience and skills, and actively recruit such students. Students have exclusive access to over \$80 million in scholarship money for participants in *FIRST* Robotics. Students who have graduated from FRC teams have gone on to attend some of the nation's top engineering schools and work with some of the world's biggest technology companies.

## Skills

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Ultimately, our program's true goal is not just about the robot, but rather imparting essential 21st-century work-life skills to prepare students for future careers and adult lives. Students are inspired to become leaders and innovators and gain confidence and independence. They learn from adult mentors who are engineers, business and marketing professionals, scientists, and leaders in their industry and profession. These mentors share their knowledge and skills with students, including:



- Advanced math and engineering skills
- Craftsmanship; working with industrial-grade tools and equipment, including machining and toolpathing
- Business planning, marketing, fundraising, project management, leadership, and teamwork
- Writing (technical, business, and creative)
- Graphic design, video production, and photography
- Computer programming and Computer Aided Design (CAD)
- Industry standard software (Java, Onshape, Autodesk, SOLIDWORKS, Adobe, etc.)
- The engineering process and the scientific method

The future of engineering starts with Howdy Bots FRC 6377.

# Accomplishments

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## 2023

- NTX Tournament of Robots Semifinalists
- Texas Robotics Invitational Finalists
- FIRST World Championship, Johnson Division, Finalists and Excellence in Engineering award
- San Antonio Semifinalists and Creativity award
- Waco District Semifinalists
- Waco District Quarterfinalists and Gracious Professionalism award
- 2021 - At Home Challenge
  - - Fastest autonomous times in two of five challenges
- SOLIDWORKS Challenge Winners
- State Championship Semifinalists and Imagery Award
- Del Rio District Champions and Creativity Award
- Austin District First Seed, Semifinalists, and Creativity Award

## 2022

- NTX Tournament of Robots Champions
- NTX STEMGals Champions
- Texas Robotics Invitational Quarterfinalists
- State Championship Quarterfinalists and Entrepreneurship Award
- Austin District Semifinalists and Autonomous Award
- Greenville District Finalists and Entrepreneurship Award
- 2019
  - NTX Tournament of Robots Semifinalists and Gracious Professionalism Award
  - NTX STEMGals Champions
  - Texas Robotics Invitational Semifinalists
  - Texas Robotics Invitational Girls Drive Champions
  - World Championship Quarterfinalists, Turing Division
- 2018
  - Texas Robotics Invitational Finalists
  - World Championship Finalists, Newton Division
  - FedEx Challenge Honorable Mention
  - Lone Star Regional Champions and Imagery Award
- 2017
  - World Championship Quarterfinalists Newton Division
  - Alamo Regional, Rookie Inspiration Award
  - Lone Star Regional Rookie All-Star Award

# In the Students' Own Words...

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"I learned how the design process works, how constant iteration and hard work are the keys to success."

"[I have] a better understanding of engineering, math, and technology."

"I gained more confidence in myself, learned more about CAD, and learned more technical skills."

"I learned lots of mechanical things I didn't know before, how to better speak to adults, and how to better collaborate with a semi-large group of people."



"I learned how to apply logic systems and use state machines to solve real world problems."



"I now have a better idea of what I want to do in the future."

"I was able to improve my graphic design skills, run and maintain a social media following, and analyze data on robot performance and capability (Scouting)."

"It has changed my view on STEM."

"[I have] a better understanding of how to solve problems."

"This program inspired me by helping me learn things that I wouldn't have access to otherwise. Things like using power tools and learning CAD. These helped me solidify my love for engineering."

"It made me realize how much a group of determined kids can accomplish."

"I learned how programming applies to a real-life application."

"I feel like this program was a valuable experience because it pushed me out of my comfort zone. It helped me become more comfortable doing things like public speaking and taking charge."



# Sponsorship Form

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This is a great opportunity to advertise your business and support the Howdy Bots community robotics team. This program would not be possible without your generous sponsorship!

To ensure logo placement on competition materials in  
March & April, deadline for sponsorships is January 31<sup>st</sup>

Business/Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City & ZIP: \_\_\_\_\_

Email: \_\_\_\_\_ Phone #: \_\_\_\_\_

Sponsor Level Req'd: \_\_\_\_\_ Amount Paid: \_\_\_\_\_ Check #: \_\_\_\_\_

Sold by: \_\_\_\_\_ Date Sold: \_\_\_\_\_

*Along with this form, please email your Company Logo (jpg, png or svg file preferred) [thebots@howdybots.org](mailto:thebots@howdybots.org)*

Please Select:

## \_\_\_\_\_ \$500-\$1,999 (Rancher)

The Rancher receives a signed thank you note, social media promotion, your logo on our website and competition t-shirt.

## \_\_\_\_\_ \$2,000-\$4,999 (Deputy)

You get all the Rancher perks, plus your logo will be printed on our 8' team banner and individual promotion.

## \_\_\_\_\_ \$4,999 - \$9,999 (Marshall)

You get all the Deputy perks, plus a competition invitation and FIRST student ambassador to introduce you to FRC.

## \_\_\_\_\_ \$10,000+ (Sheriff)

You get all the Marshall perks, plus your logo will be printed on our competition robot and our team will conduct an on-site robot demo for your company.

## \_\_\_\_\_ \$5,000/yr for 2+years ("Above the Law")

You get all the Sheriff perks, plus more prominent logo placement as well as Howdy Bots promotional video/media for your company's use.

# We Love Our Sponsors!!

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Part of the *FIRST* mission is for teams to create bonds within the community by partnering with corporate and private sponsors to meet their operating budgets and material needs. We are looking for sponsors who will cheer us on year after year and ultimately become part of the Howdy Bots family.

Organizations that choose to support the Howdy Bots through a tax-deductible or in-kind donation are publicly acknowledged on social media, in our promotional materials, on our team t-shirts, and on the robot itself. Our audience is growing, and we are proud to provide our sponsors a high level of visibility across a variety of channels.

We have 510 Twitter users following us. On Instagram, we have 944 followers. Our biggest audience in Instagram is the 18-34 age range and we are equally split between men and women. Our Facebook page has 464 followers and reached nearly 800 viewers during competition season. Our newsletter through Mail Chimp has an open rate of 45%.

As we continue to succeed and provide kids with these unique opportunities, your investment in our program will become more visible as our reach expands.

## What we can do for you...

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- ✓ **Demonstrations:** On-site visits to your company tailored to your employees, their families, and friends.
- ✓ **Volunteers:** We can provide teen volunteers for your company's charitable involvement with STEM and youth in our community.
- ✓ **Knowledge-sharing:** We invite your employees to volunteer their time and expertise with our students via presentations, skill training, shop visits, and conducting design and business reviews for our students' work.
- ✓ **Advertising:** Through our printed materials and many social media channels, we provide recognition of and visibility for your company at robotics competitions and at outreach events in our community.



# Needs

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Hands-on engineering projects that move beyond popsicle stick catapults quickly become expensive. Our program is effectively an engineering and business apprenticeship. Industry professionals volunteer their time to our students, but the cost of industry-standard parts and equipment quickly adds up.

Our goal is to raise at least \$70,000 of our \$150,000 budget each year through sponsorships, with the remainder coming through grants and private donations. Sponsor money received will go directly toward the purchase of parts, tools, and equipment needed for building a competitive robot. Additional expenses include student marketing and outreach projects, registration fees, and travel expenses associated with competitions, as well as overhead and facilities costs.

Howdy Bots is not financially supported by *FIRST* or any school, so we depend on the generous support of corporate sponsors, local businesses, and private contributions. Your support has far-reaching effects. Donations help sustain an organization that provides unique experiences to future leaders. Most students who graduate from *FIRST* programs pursue careers in engineering or technology and continue to contribute in their communities.



# Goals

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Strategic but controlled growth is key to any organization's survival. In recognition of this, Howdy Bots continuously evaluates growth opportunities that will benefit both our students and the organization while also ensuring that they will be sustainable.

Our five-year plan is focused on 3 main goals, in order of priority:

1. Strengthen: continue to build our Howdy Bots program and diversify our student body
2. Stabilize: build recurring sponsorship relationships
3. Expand: start a *FIRST* Lego League team for elementary-aged students

# Howdy Bots Social Media Accounts

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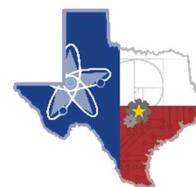
Website: <https://howdybots.org/>

Twitter: <https://twitter.com/howdybots6377>

YouTube: <https://www.youtube.com/@howdybots6377>

Facebook: <https://www.facebook.com/FRC6377/>

Instagram: <https://www.instagram.com/howdybots/>



# 24 Ways Sponsors Can Help

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***Not all sponsorships have to be monetary!***

**A sponsor can...**

1. Provide engineering/technical mentors for a team. Any level of involvement is welcome.
2. Provide nontechnical mentors for a team. This includes working with writing, finances, grant writing, publicity, graphic design... the possibilities are endless!
3. Provide robot services: machining/welding help.
4. Donate materials for the robot.
5. Donate materials for a robot cart or practice field elements.
6. Provide a discount on your goods.
7. Provide a work area for the team to meet.
8. Provide storage, especially for previous year robots and game pieces.
9. Supply a meal for the team during January and February.
10. Donate printing of t-shirts.
11. Donate a location for a banquet/fundraiser ("All we're looking for is use of your parking lot for 3 hours!")
12. Donate transportation for the team to an event.
13. Come to competitions to support the team and get the true *FIRST* experience.
14. Donate old computers/software/filing cabinets/just about anything that you were going to write off on your taxes anyway.
15. Donate a speaking engagement - have someone from the company come talk about their job and how science and technology affect their everyday life.
16. Donate services/products/coupons to use in a fundraiser.
17. Donate printing of flyers, brochures, banners, etc.
18. Help get our team into the media! Sometimes larger sponsors have media contacts.
19. Let us come in and do demos for your employees.
20. Sponsor a kickoff event at your facility or an off-season event or other events.
21. Invite us to tour your facilities; let us use the equipment; mentor us in use of equipment. Many of our students have not been exposed to the workplace - let them see what a machine shop is like, what an office is like, what the manufacturing floor looks like.
22. Provide job-shadowing opportunities.
23. Provide summer internship opportunities or job opportunities for graduating students.
24. Mention our team in your newsletters or on your website.



# 2023/2024 Sponsors

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“Above the Law”: Multi-year commitment



Deputy: \$2,000-\$4,999



Rancher: \$500-\$1,999



G Suite

