

## **Program Books**

### **Overview**

FIRST Headquarters supplies virtual FIRST Robotics Competition Program Books for each Regional Event and District Championship. The program books are a compilation of information provided by FIRST Headquarters and the Regional and District Planning Committees about the specific regional/district championships.

### **Content**

The content of the program books provides a consistent format with event-specific information. This information is supplied by various members of FIRST Robotics Competition staff, marketing, the Team Registration System, the Regional/District Planning Committees, Alumni and Development.

- ◆ Welcome Letter from Dean Kamen (inside front cover)
- ◆ Welcome Letter from Regional/District Planning Committee
- ◆ Description of Game and Field Drawing
- ◆ Local Sponsor Listing (Regional/District Specific)
- ◆ Description of Awards given at the Event
- ◆ List of Regional/District Championship Judges
- ◆ Team List (Regional events only)
- ◆ Map
- ◆ Alumni Page
- ◆ Volunteer Thank You Page (Regional/District Specific)
- ◆ How to Get Involved (Regional/District Specific)
- ◆ Public Schedule (Regional/District Specific)
- ◆ FIRST Robotics Competition Season Schedule
- ◆ Suppliers and Contributors to the Kit of Parts
- ◆ Progression of Programs Page (inside back cover)
- ◆ Listing of FIRST Founding Sponsors and Strategic Sponsors (back cover)

### **Responsibilities**

The Program Book Coordinator on the Regional/District Planning Committee is responsible for coordinating all of the Regional/District input and submitting it to FIRST Headquarters by no later than the specified deadlines. They are also responsible for proofing and approving the program book template before it gets published.

Regional/District content consists of:

1. Regional/District Welcome Letter, generally written by the Regional/District Chairperson (must be a Word document. If there is a signature, it must be submitted as an original .jpg file)
2. Regional/District Sponsor Listing and logos (if applicable, please refer to the Sponsor Recognition section).
  - Sponsor logos must be supplied in the format shown under **Digital Submission Requirements** below, no other formats will be accepted.
3. Regional/District Championship Judge List (must be a Word document, alphabetized by last name and listing *only* those who are 18 years or older and who have a signed FIRST Consent & Release Form)
4. How to Get Involved – use template provided
5. Volunteer Thank You Page – template provided
6. Public Schedule – will use the one provided for FIRST website
7. Sponsor recognition pages (if applicable, please refer to the Sponsor Recognition section)
  - Sponsor pages are offered for the title, lead & co-sponsors, but not required.
  - Sponsor recognition pages must be supplied in the format shown under **Digital Submission Requirements** below, no other formats will be accepted.

### **Digital Submission Requirements**

As the program books are now being provided virtually, they will be created in full color.

Acceptable File Formats: Sponsor recognition pages may be submitted in .eps, tif, .jpg. Graphics and photos should be set at 300 dpi. ALL FONTS AND GRAPHICS MUST BE 100% EMBEDDED within the PDF. If saving as a JPEG use the highest quality option available. If saving as an EPS make sure, all fonts are converted to paths (outlines).

#### **Sponsor Recognition Pages & Logos**

Program book page trim size is 8.5" w x 11" h. For uniformity, live area for art should be .5" away from edge. (No bleed ads accepted.)

- Actual Full Page Ad size is 7.5" w x 10" h. (*Title & Lead Sponsor*)

72 dpi graphics copied and pasted from Web sites will NOT be accepted!

All Digital files 10 MB or larger should be compressed using a compression program such as WinZip (PC) or Stuffit (Mac) before emailing as an attachment. The *FIRST* email server cannot accept files in excess of 10 MB.

*FIRST* will not include any recognition pages that contain advertising or product specific information that includes:

- Qualitative or comparative language, price information
- Indications of savings or value
- Endorsements
- Inducements to purchase, sell or use products or services

### **Timelines**

Regional/District Planning Committees may want more time to ensure that all the sponsors get listed in the program books and to recruit judges. *FIRST* tries to work with everyone to get the most accurate and up to date information available into the program books, however deadlines must be met.

Every effort will be made to accommodate reasonable regional requests for *extensions for most content* or changes to a specific piece of content, however, due to staffing limitations at *FIRST* Headquarters, all deadlines are firm. Due to our need to lock down the layout and page counts of each book, the logos and recognition page deadlines are firm and will not be extended.

The Program Book deadlines will be emailed to the Regional Directors and the Program Book Coordinators.

### **Program Book Quantities**

If your Regional or District Championship plans to print the program book locally, quantities are recommended based on the following factors:

- 5 books per team (team count is based on event capacity)
- 25 books for the judges
- 275 books for the Pit and VIPs

Example: An event with a fifty-team capacity may opt to print 550 program books. If printing your books locally, the majority of the books should be distributed at the event welcome table to the public. The quantity per team listed above is meant to be a guide in ordering, not how many are given to each team or packed in their team packet.

A QR code linking to the virtual program book will be provided to events to print and place at the welcome table and other locations frequented by attendees at the event.



**Note:** Program books are created in English. If the native language of the Regional Event is something other than English, *FIRST* will send the Regional Planning Committee Program Book Coordinator the formatted *FIRST* HQ pages and the templates and the Regional Planning Committee will make arrangements to have a local graphic designer and printer create the program books.