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Building America's technology leaders, one robot at a time.

National Robotics League

Invest in the Future of Manufacturing

Program Overview

The National Robotics League (NRL) is a manufacturing workforce development program of the National Tooling & Machining Association (NTMA) where students design and build remote controlled robots (Bots) to face-off in a gladiator-style competition. Through the manufacturing process of Bot building, students' imaginations are captured as they design, build and compete with their own robotic creations. Through this hands-on effort along with industry partnerships, students gain practical knowledge of Science, Technology, Engineering, and Math (STEM) - all essential skills for manufacturing.

By formalizing ties between schools or youth organizations and manufacturing partners, students gain a better understanding and become enthusiastic about the career possibilities in manufacturing.

Also, manufacturers are able to build valuable industry-school connections and workforce talent pipelines by helping competitors engineer a lean, mean, fighting machine. In other words, everybody wins.



Why is the NRL Unique

The NRL is the only job-driven, project-based STEM learning experience that was created by industry to solve its biggest issue – recruiting a future workforce.

- Designing, building and testing a combat Bot is a fascinating real-world professional manufacturing experience.
- Students learn the technical and critical thinking skills needed for the manufacturing jobs of today and tomorrow.



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- Participating schools create relationships with local manufacturing companies to serve as their industry advisor.
- The NRL is the smart sport where all participants have the potential for a career in manufacturing.

Why is it Important

- There is a skills and interest gap in manufacturing. Companies cannot find qualified workers to fill their open positions. This problem is compounded by a rapidly aging workforce.
- 40% of the manufacturing workforce will be at retirement age by 2020, 77% by the year 2030.
- 2 million positions in manufacturing will be open within the next 10 years.
- 90% of parents recognize that a strong manufacturing base is critical to the US economy, but only 30% of parents would support their children in pursuing a career in manufacturing.
- The NRL attracts smart, capable students who love to build things and solve problems. Exactly the type of people who we hope will make up the next generation of manufacturing leaders.

How does the program work?



The NRL provides a national structure for educational robotics competitions for the purpose of increasing traffic to manufacturing-related career opportunities and to provide NTMA chapters with a program that invigorate and grow the organization. Qualifying robotic programs join the NRL, which offers a fair, safe and cost effective environment from which to build, design and compete.

Student teams compete regionally to be able to test their robotic creations and battle for local supremacy. The NRL National Competition is held in May. Teams not only earn points for their arena battles, they are evaluated by industry experts on their engineering binder. The team's documentation binder and presentation points weigh heavily in the crowning of the National Competition's Grand Champion.



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The competitions are something that the students can get excited about, but in actuality, they are developing technical skills in mechanical and electrical engineering, machining and welding along with 21st century skills in critical thinking, project management, communication and teamwork.

The Future and Your Role

The NRL has been successful in our initial mission—raising awareness of manufacturing careers— but there's still work to do. We understand the importance of attracting, preparing and empowering the next generation of manufacturing workers. The simple truth: manufacturing provides rewarding career opportunities and well-staffed companies become thriving companies. That ensures a bright future for American Manufacturing and our national economy.

In order for the NRL to translate its success from isolated regional benefits to a large, nationwide, impact the program needs to grow exponentially. The ultimate goal of the NRL is to have at least one regional program in each of the 48 contiguous states.



Your support gives this program the influx of financial resources it needs to grow. The National Robotics League is looking for partners who want to strategically align with our efforts to infuse the manufacturing industry with talented students, who are the future workforce, in a fun, and challenging learning environment.



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Your Impact as a NRL Partner

- Position your company as a thought leader and supportive of the education that will sustain the U.S. manufacturing resurgence.
- Build and enhance your corporate image in industry while shaping attitudes on the perception of manufacturing.
- Heighten visibility for the need to fill the manufacturing workforce pipeline.
- Provide benefits to our mutual stakeholders – pair up industry, educators and students to support the manufacturing workforce pipeline.
- Allow our educators and students to participate in regional and national competitions by supporting the program infrastructure to reduce entry fees.
- Influence the career choices of our youth.
- Make connections to the next generation workforce and educators.
- Assist in building a plan to improve the quality of education.

Benefits of Supporting the NRL

As an NRL partner, you will receive the following:

- Promotion as an NRL partner in solving manufacturing's most critical issue – attracting and recruiting a future workforce.
- VIP invites to regional and national competitions for you and your guests providing you with the opportunity to witness these amazing students in action.
- On-site signage, print and digital exposure and pre and post-event exposure.
- The ability to volunteer at events and network with the manufacturers, students, educators and guests.
- Ability to interact with students by exhibiting at competitions.
- Opportunity to provide scholarships to students / additional award recognition.

Make the Investment

The time is now to make the investment in the NRL to ensure the future of American manufacturing. Support the NTMA's efforts to build a new manufacturing workforce that is technically skilled, enthusiastic and eager to become the next generation of industry leaders. Contact Tiffany Bryson at tbryson@ntma.org to learn how you can make a difference.



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About Us

National Tooling and Machining Association (www.ntma.org)

The National Tooling and Machining Association (NTMA), as a representative of American manufacturing, developed the National Robotics League (NRL) in 2009 both as a service to, and a community outreach program of, its member companies. The NTMA is uniquely positioned to manage and grow this program thanks to its existing network of manufacturers and chapter executives "on the ground" across the country.

NTMA's over 1,300 member companies design and manufacture special tools, dies, jigs, fixtures, gages, special machines and precision-machined parts. Some firms specialize in experimental research and development work as well as rapid prototyping. Many NTMA members are privately owned small businesses, yet the industry generates sales in excess of \$35 billion a year. NTMA's mission is to help members of the U.S. precision custom manufacturing industry achieve business success in a global economy through advocacy, advice, networking, information, programs and services.

National Tooling and Machining Foundation

The National Tooling and Machining Foundation (NTMF) is a 501(c)3 nonprofit designed to fund manufacturing education—building skills while increasing awareness. Begun some 20 years ago by NTMA and run independently ever since, the foundation has helped create the National Institute of Metalworking Skills (with public partnership), provided the seed funding for the NRL and annually funds NTMA's Brock A. Babb Memorial Scholarship (awarded to deserving high school seniors pursuing manufacturing careers)

As a 501c3 the NTMF serves as fiscal sponsor for the following NRL program elements: curriculum and resource development, regional program growth and support, and the national competition.



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2016 SPONSORSHIP OPPORTUNITIES

Sponsorship Levels & Benefits	DIAMOND \$10,000 & up	TITANIUM \$5000 - \$9,999	STEEL \$2500 - \$4999	ALUMINUM \$1,000 - \$2,499
Verbal recognition of your sponsorship during the opening ceremony	✓ Speaking	✓	✓	✓
Opportunity to present at Awards Ceremony	✓	✓		
Company banner hung during competition	✓	✓		
Logo visibility & recognition as sponsor on screen, signage and printed program	✓ Premier Logo	✓ Prominent Logo	✓ Logo	✓
Logo visibility & recognition on NRL Web site	✓ Premier Logo	✓ Prominent Logo	✓ Logo	✓
Social Media recognition & coverage on all NRL channels	✓ Premier Logo	✓ Prominent Logo	✓ Logo	✓
Recognition in NTMA Record sponsor thank you ads	✓ Premier Logo	✓ Prominent Logo	✓ Logo	✓
Color ad in printed program	Full Page Ad	½ Page Ad	¼ Page Ad	Business Card Ad
Recognition in all press materials	✓	✓	✓	
Exhibition opportunity at the NRL Competition	✓ Premier Space	✓ Prominent Space	✓	✓
Pit Pass for company representatives and guest	8 Passes	6 Passes	4 Passes	2 Passes
Ability to show company video during competition	✓	✓	✓	✓
Opportunity for company branded give-away or material at competition	✓	✓	✓	✓
Ability to be a Team Technical Advisor w/ recognition on Bot	✓	✓	✓	✓
Ability for company employees to volunteer at NRL competition	✓	✓	✓	✓

Additional Sponsorship Opportunities Available*

- Exclusive Sponsor of the NRL Competition T-Shirt
- Exclusive Sponsor of the Student Social Event
- Exclusive Sponsor of the Event Badge
- Exclusive Sponsor of NRL Competition Live Web Stream
- Exclusive Sponsor of the Team Pit Area

* Pricing varies, contact Tiffany Bryson at tbryson@ntma.org for more information.





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2016 SPONSORSHIP APPLICATION FORM

COMPANY / ORGANIZATION INFORMATION

Company / Organization Name

Web Site

Business Address

City

State

Zip

Contact Name

Contact Title

Phone

Cell

Email

Contact Name for Company Materials

Phone

Email

I WANT TO INVEST IN THE FUTURE OF MANUFACTURING

Please indicate below your sponsorship participation level. Feel free to select all three. We are open to discuss with you other ways in which you would like to partner with NTMA and the NRL program.

Program Sponsor (indicate level)

DIAMOND (\$10,000 & up) TITANIUM (\$5000 - \$9,999) STEEL (\$2500 - \$4999) ALUMINUM (\$1,000 - \$2,499)

Other: _____

Sponsorship Amount: \$ _____ Check enclosed* Send Invoice

**Please make checks payable to the National Tooling & Machining Foundation with NRL'16 in the memo line*

Event Volunteer

NRL National Competition, May 19 – 21, 2016, California University of Pennsylvania, California, PA

NRL Regional Competition (go to www.gonrl.org for a complete list)

Which ones? _____

Team Technical Advisor

Yes, I want to be a team technical advisor

Please indicate your geographic area: _____

Return this form to: Tiffany Bryson, National Account Manager, NTMA, 1357 Rockside Rd, Cleveland, OH 441314

Phone: 216.264.2847 | Fax: 216.264.2840 | Email: tbryson@ntma.org



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