

Power the UK's most epic robotics movement

**FIRST
TECH
CHALLENGE**
UK & IRELAND



As seen on
BBC Click



B B C

More Than Robots

At *FIRST* UK, we build More Than Robots. We make STEM less intimidating, more diverse and inclusive.

We empower 12 to 18-year-olds from underserved and underrepresented backgrounds across the UK to design, engineer and code a robot to compete in a global challenge. They build More Than Robots. Supported by a collaborative community, mentors and educational content, they conduct outreach activities, business planning, fundraising and presenting to industry judges for awards.

Our partners share our vision of a world where young people are inspired by STEM and equipped with the skills to take on tomorrow's challenges. They invest in future talent through funding, volunteers and gifts in kind.

Supporting young STEM innovators

37%

from low-income households

44%

girls or non-binary

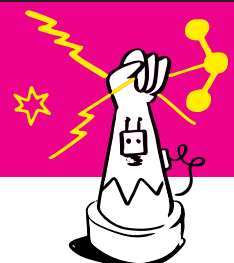
41%

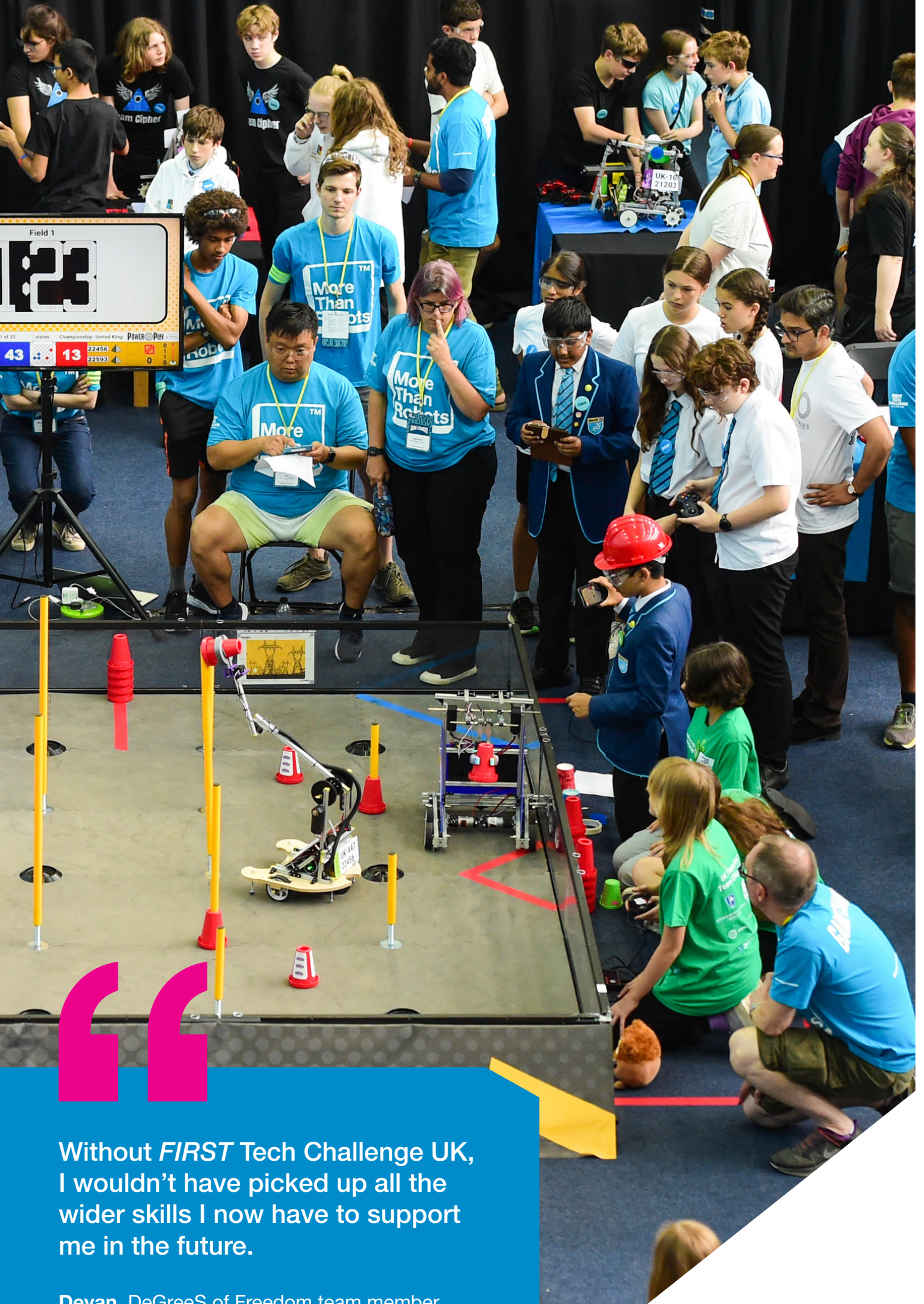
ethnically diverse

20%

with neurodiverse or SEND needs

73% are more able to overcome challenges





Without *FIRST* Tech Challenge UK, I wouldn't have picked up all the wider skills I now have to support me in the future.

Deyan, DeGreeS of Freedom team member

Where STEM meets sport

Young people deserve to be inspired by STEM the same way they are at a sports event or music festival.

Our events, powered by industry volunteers, allow teams to compete with their creations to earn awards celebrating technical feats and achievements off the game field.

**On 26-27 June 2025,
the More Than Robots
UK Championship
will come to London's
Copper Box Arena
– where Olympic
legends were made.**



Top teams from each region will go head-to-head on the game field and present to industry judges with hopes of being crowned “**National Inspire Award Champions**” and representing Team Great Britain at *FIRST* Global, the international “**Olympics for robots.**”

The public and media will flood the arena floors attending an industry innovation fair, featuring interactive experiences and guest speakers.



It's the most inspiring, challenging, nail-biting tech competition you'll ever see!

Exclis, P4F Robotics team member

More than a partnership

Invest in the community, attract young STEM talent, showcase early career opportunities and energise your employees.

Teams belong to a collaborative hub of local schools, youth organisations, STEM centres, universities and industry.

Partner with us to champion STEM inclusion in your region, engaging your workforce in impactful volunteering whilst inspiring underserved and underrepresented young people to envision their future with you. There's a role for everyone at all levels. Most of our Game Changers return each year, as do our partners.

Support a school or youth group

£3k

provides access to a life-changing robotics programme for 12 months

Deliver a regional robotics tournament

£10k

raises aspirations and validates what it means to go pro in STEM

Power a regional hub for 12 months

£25k

champions STEM by embedding More Than Robots in 24 schools



What makes *FIRST* UK even more valuable to Arm is that they're working hard to increase engagement with student demographics that might have initially ruled out tech and robotics as being for them.

Anna Malan, Senior Manager
for Employee Community Engagement, Arm





I know that winning prizes is awesome but what I've seen happen today is so much bigger than that. These students have been collaborating and negotiating, thinking on their feet and strategising. It's easy to see why competitions like this really do help students develop the skills they're going to need for the rest of their lives. Honestly, I wish I had something like this when I was at school.

Spencer Kelly, Lead Presenter, BBC Click

As seen on
BBC Click



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More than sponsorship

Invest in young people who will engineer
a better future.

Field sponsor

(4 available)

£25k

Be at the heart of the action. Name, brand and optionally staff one of four competition fields, each hosting around 36 matches across two days.

Welcome party sponsor

(exclusive)

£20k

Create lasting moments that matter at the welcome party for teams, volunteers and special guests.

Team zone sponsor

(2 available)

£15k

Teams spend considerable time working in “the pits” finessing their robots and visiting other teams. Cement your presence in the space occupied by your future talent.

Award sponsor

(6 available)

£10k

Own one of six *FIRST* Tech Challenge UK awards: Connect, Motivate, Think, Design, Judges and Winning Alliance. Form an employee judging panel and assess teams competing for national recognition.

Volunteer zone sponsor

(exclusive)

£10k

Volunteers – who we call Game Changers – make these epic events possible. Help them chill out and refuel in comfort away from the chaos.

Inspire Award sponsor

(1 available)

Reserved for Angel level of investment





























The ultimate prize!

The Inspire Award winner, assessed by industry judges against a variety of factors, will earn a spot to represent Team Great Britain at *FIRST* Global. Your sponsorship will support them with travel, accommodation and apparel.

See the next page
for more detail

More than recognition

We've kickstarted their robotics journey. Now it's your turn to catapult their aspirations, connecting what they know now with what they could be in the future.

	Angel	Entrepreneur	Innovator	Pioneer
Investment	£100k+	£50k+	£20k+	£10k+
Innovation fair space	25m ²	16m ²	9m ²	4m ²
Exclusive arena wrap				
Area-specific branding				
Opening or closing speaker				
Inspirational speaker slot				
Present award	Inspire			
Co-branded award screens				
Corporate film in run of show loop				
Branded merch drop (in team goody bags)				
Event programme feature	Prime	Enhanced	Standard	Short
Website listing	Prime	Enhanced	Standard	Short
Digital content placement	Prime	Enhanced	Standard	Short
Social media promo	Prime	Enhanced	Standard	Short
Feature in event round-up film				
Logo in event round-up film	Prime	Enhanced	Standard	Short
Quote in press release				
Listed in press release				



Before *FIRST* Tech Challenge UK, I had no idea what I wanted to do. Now I've found robotics, it's become a part of me. It's so much fun.

Vidula, Equuleus team member

Thank you for considering helping us build More Than Robots

We'd love to chat!

Discover how you can make STEM less intimidating, more diverse and inclusive, while inspiring your workforce and driving the talent pipeline.

 ed@firsttuk.org

 [MoreThanRobots.UK](https://www.morethanrobots.uk)



Schedule a call with Ed, our CEO, now.



Scan to book your time



Throughout the years, it's built me to who I am and it's got me to love who I am.

Joel Tomy, team Hotwire
Rewired alumnus, Engineering Student at University



Be social



@ftc_uk

Thanks to our pioneering supporters for helping young people to achieve the unimaginable.



Qualcomm

salesforce



Bloomberg

