Heriot-Watt Year of Robotics 2017
Sponsorship Proposal

Background
Heriot-Watt is conducting world-class robotics training and research and aims to be at the forefront of this technology. Through innovative collaborations and study, the University is cultivating the future leaders in the field. To celebrate this, the University will host the ‘Heriot-Watt Year of Robotics’ in 2017. Heriot-Watt is keen to encourage companies and corporations to partner with the University’s recognised brand as a sponsor for the Year of Robotics. In doing so, sponsors will align themselves with cutting edge, innovative technology that ultimately supports greater activity in the global economy while simultaneously inspiring the public by increasing their knowledge and understanding of robotics.

The Context
Robots are increasingly in our hospitals, homes, offices and more. Now is the time to engage with them and discover their potential. The Heriot-Watt Year of Robotics provides an ideal setting for Heriot-Watt to engage a broad range of companies and individuals building on existing networks as well as creating new relationships. The national profile of our robotics and artificial intelligence research, coupled with our wider university offering, student population, alumni base and our global reach makes Heriot-Watt an attractive proposition to potential sponsors. The University has around 30,000 students studying across our campuses, distance learning and via accredited learning partners across the world. We have over 100,000 alumni globally. Our Edinburgh campus is home to c9000 students and 1,743 full time equivalent staff. This significant student, staff and alumni population combined with our connections with local communities and the wider city forms a significant context for potential sponsors.

Robotics research is one of the hottest new markets in tech and was identified by the UK Government in 2012 as one of the ‘Eight Great Technologies’ that will drive efforts to rebalance the UK economy.

A House of Commons committee report¹ published in September 2016, acknowledged that “Advances in robotics and Artificial Intelligence (AI) hold the potential to fundamentally reshape the way we live and work. Yet the Government does not yet have a strategy for developing the new skills citizens will need to flourish in a world where AI is more prevalent, or responding to the social and ethical dilemmas it poses.”

Heriot-Watt’s strong research base in robotics, AI and human-robot interaction, which has significant commercial interest and research funding, mean the University is uniquely placed to inform the UK and global society about robotics’ opportunities, advances and potential.

¹ http://www.publications.parliament.uk/pa/cm201617/cmselect/cmsctech/145/145.pdf
Outcomes
The Heriot-Watt Year of Robotics 2017 will

• Showcase our sponsors and the University’s expertise in the field and demonstrate that together, we are global leaders in research, innovation and enterprise
• Demonstrate the ability to identify and tackle emerging global issues through the study of robotics
• Ignite interest and educate the public and
• Inspire a future generation of students, academics, engineers and designers in the field.

We believe our sponsorship offering would appeal to a broad range of companies particularly in relation to their CSR agendas and public engagement with themes such as education, health and well-being as well as corporate objectives eg brand positioning, increasing customer/market share.

The following summarises potential sponsorship offerings, benefits, recognition and stewardship for a Heriot-Watt Year of Robotics Sponsor.

Sponsorship packages- Heriot-Watt’s Year of Robotics 2017

• Year of Robotics Lead Sponsor- £20,000
  o Headline naming opportunity- ‘Heriot-Watt’s Year of Robotics 2017 in association with
  o Invitation to Heriot-Watt Year of Robotics Parliamentary event- date TBC- with brief speaking opportunity
  o Invitation to March European Robotics Forum with VIP access
  o Invitation to Edinburgh Science Festival Robotics event
  o Invitation to Heriot-Watt events at the UK Robotics Week in June 2017
    - VIP access to the opening of the Robotarium including the Human-Robot Interaction Lab.
    - Robot to conduct interview with evening news programme and sponsor mention
  o Sponsorship of the ‘Design the Mascot’ for Year of Robotics including a 3-D print of the winning mascot
  o Named sponsor of Heriot-Watt Women in Robotics Day-date TBC
  o Feature at Heriot-Watt Year of Robotics closing event-December 2017
    - A high-profile media event demonstrating key findings from the year
  o A bespoke sponsor event (Principal’s House, networking, or student lecture) involving key alumni/businesses, final year students and key academics
  o Special invitation and demonstration to the Heriot-Watt Virtual Reality Pod and Experience
    -The Pod can accommodate up to 10 people and would be great for a team away day or other team bonding experience.
  o Name and logo on all printed and digital promotions + PR publicity opportunities around the launch and other events
  o Promotion of corporate offering/benefits to alumni base through an advert in an alumni publication/communication
  o Digital sponsor recognition through all social media outlets including Facebook, Twitter and YouTube
• **Year of Robotics Partner £5,000**
  - Named sponsor of the day-long Girl Guides event taking place during British Science Week
    - Facebook live from the event with Q & A and sponsor mention
  - Sponsor of Heriot-Watt Doors Open Day in September 2017
  - Invitation to Heriot-Watt Year of Robotics Parliamentary event - date TBC
  - Invitation to March European Robotics Forum
  - Invitation to Edinburgh Science Festival Robotics event
  - Invitation and recognition at Year of Robotics closing event - December 2017
    - A high-profile media event demonstrating key findings from the year.
  - Name and logo on all printed and digital promotions + PR publicity opportunities around the launch and other events
  - Opportunity for companies to meet students at corporate/careers fare event

**Why Sponsor?**
- Prestige of association with robotics and Heriot-Watt
- Naming rights & brand visibility/awareness/strengthening
- A platform for companies to showcase and demonstrate commitment to CSR agenda & public engagement and contributions to local, national and perhaps global communities
- Early access and exposure to innovative new research happening at the University
- Opportunities for companies to demonstrate commitment to excellence
- Opportunities for companies to invest and grow a talent pool/workforce pipeline
- Opportunities for companies to save money and time on recruiting staff by leveraging Heriot-Watt talent pool
- A platform for companies to deepen and widen networks and connections
- Impact the local community by increasing public’s knowledge and understanding of robotics and encourage them to consider this field as a career
- Increase MSP, MP and stakeholder awareness of sponsors and Heriot-Watt’s expertise in robotics

**Stewardship**
In order to manage relationships effectively, Heriot-Watt proposes the following:

- Sponsorship agreements established to formalise relationship and signed off by Heriot-Watt and sponsor. These agreements will summaries roles and responsibilities; benefits and measurements of success; and payment details. The agreements will also outline how relationships will be stewarded, and identify the sponsorship relationship manager.

For more information about becoming a sponsor of Heriot-Watt’s Year of Robotics, please contact Catherine Mulgrew, Senior Development Executive on c.mulgrew@hw.ac.uk or 0131 451 4004.

Deadline for sponsorship 24th February 2017.