

BRICKHEADS



Sponsorship Proposal



Team Rolling Stones
FIRST LEGO League World Championship

29 April - 2 May 2026 | Houston, Texas, USA

Contents

Executive Summary	1
About First Lego League	2
About Brickheads	3
About Team RollingStones	4
Why Support Us	6
Funding Requirements	7
Sponsorship Tiers	8
Why Your Company Should Partner With Us	8
Marketing Exposure for Sponsors	9
Closing Statement	10

Addendum A: Official Invitation

Addendum B: Team RollingStones SA Championship Report

Addendum C: Bank Letter



**“I DON’T USE KIDS
TO BUILD ROBOTS.
I USE ROBOTS TO
BUILD KIDS.”**

- Dean Kamen

Executive Summary

Team BrickHeads, a passionate community robotics team from South Africa, has achieved a historic victory by winning the 2025 FIRST LEGO League National Championship against extraordinary odds. Out of more than 100,000 teams across 26 countries, these four exceptional boys rose to the top and earned an invitation to represent South Africa at the FIRST LEGO League World Festival in Houston, Texas in 2026.

This achievement is not only a testament to their talent, discipline and innovation, but also their perseverance as a team that comes from a small, underfunded community club. Competing against major schools with far greater resources, they have proven that brilliance and hard work can overcome even systemic inequities.

We are now seeking sponsorship to help these remarkable future engineers travel to the United States to compete on the world stage to showcase South African excellence, inspire other young minds, and build future leaders in science, engineering and innovation.

BRICKHEADS



Sponsorship Proposal

RollingStones: FIRST LEGO League World Championship 2026





About FIRST LEGO League

FIRST LEGO League (FLL) is one of the world's most prestigious **STEM competitions** for young students. It combines engineering, robotics, research, teamwork, and innovation through real-world problem solving.

The World Festival hosted annually in Houston, Texas, is the international pinnacle of the competition.

More info:

<https://www.firstinspires.org/programs/first-championship>

Official Invitation:

Addendum A

BRICKHEADS



Sponsorship Proposal

Rolling Stones: FIRST LEGO League World Championship 2026



About Team BrickHeads

Coaches



Leon Pienaar

MTech Architecture (Design), Lecturer at Pretoria TUT

Leon is a design enthusiast, technology lover, and drummer extraordinaire

Sanet Pienaar

PCEP Certified Python Programmer, UNISA I-SET Robotics Certification

Sanet has a heart for children, passion for science and love for her heard of sheep.



BRICKHEADS



ESTABLISHED
2022

PRETORIA
Gauteng, South Africa

40+ KIDS



Follow us on Social Media:



BRICKHEADS



Sponsorship Proposal

RollingStones: FIRST LEGO League World Championship 2026



About Team RollingStones



Each year, FIRST LEGO League introduces a theme that guides the season's challenge.

This year's theme, **Unearthed**, focused on archaeology, inspiring our BrickHeads team to compete under the name **RollingStones**. These four boys have gone above and beyond to reach the top in South Africa, and they would be incredibly proud to represent their families, your company and their country at the International Championship.



 **LOHAN PIENAAR**



 **STIAAN LE ROUX**



 **KAI SHAW**



 **RONAN PIENAAR**

RSA National Champions 2025

- Theme 2025/26: **UNEARTHED**
- Scored **near-perfect marks** on presentation, innovation project, and robot performance (See Addendum B)
- Innovation Project addresses a real-world environmental / engineering challenge
- Recognised for teamwork, professionalism, and engineering excellence

What makes them extraordinary:

1. Two members are only 13 years old competing and winning against high-school teams (14-16 year olds)
2. They represent a racially marginalised minority in South Africa
3. Their club operates with limited funding, yet consistently produces exceptional engineering talent
4. They model resilience, curiosity, and innovation

BRICKHEADS



Sponsorship Proposal

RollingStones: FIRST LEGO League World Championship 2026





BRICKHEADS



Sponsorship Proposal

Rolling Stones: FIRST LEGO League World Championship 2026



WHY SUPPORT US?

**INVESTING IN
TOMORROW'S
ENGINEERS**

South Africa urgently needs future-focused thinkers who will lead in robotics, engineering, AI and technology. These boys are exactly that but without financial support, they cannot attend the World Festival.

Your Impact as a Sponsor



Empower young South African engineers to shine on a global stage



Associate your brand with innovation, education, and social development



Receive powerful marketing exposure locally and internationally



Inspire thousands of students through their journey

BRICKHEADS



Sponsorship Proposal

Rolling Stones: FIRST LEGO League World Championship 2026



Funding Requirements

Required Minimum Travel Group: 10 people

02 COACHES	04 TEAM MEMBERS	04 PARENTS	Estimated Costs (Per Person Estimate: Approx R85 000pp/\$5 070pp)
----------------------	---------------------------	----------------------	--

A detailed line-item budget can be prepared. These are estimates based on online searches.

Category	Notes	Estimated Cost (USD)	Estimated Cost (ZAR)
FLL Entry Fee	Compulsory	\$2 385	R40 000
Visas	US Visa + appointment travel (per person)	\$240	R4 000
Flights (JHB - Houston)	Economy return (per person)	\$1 500 - \$1 800	R25 000 - R30 000
Travel Insurance	Full international cover (per person)	\$90 - \$120	R1 500 - R2 000
Accommodation	As identified by the FLL (for 10 people: 28 April - 2 May)	±\$5100	±R85 505
Transport (local)	Shuttle/ride-share/pass (per person)	±\$2 - \$20	±R50 - R350
Baggage fees	Robotics travel equipment	±\$120	±R2 000
Team Clothing	T-shirts, hoodies, caps, bags (per person)	±\$210	±R3 500
Meals	Self-catering preferred if possible	\$360 - \$480	R6 000 - R8 000
Spending Money	Personal expenses (per person)	\$180	R3 000
Site Seeing / Excursions	Example: NASA Space Center, local attractions	\$120 - \$300	R2 000 - R5 000
South African Souvenirs	Flags, badges, stickers, sweets, small gifts for other teams	\$90 - \$180	R1 500 - R3 000
Estimated Minimum Total (for 10 people):		USD: ±\$48 500 - \$60 000 ZAR: ±R815 000 - R1 000 000	



Ideal scenario: Full family support for all team members (up to 13 people total).

BRICKHEADS



Sponsorship Proposal

Rolling Stones: FIRST LEGO League World Championship 2026



Sponsorship Tiers

PLATINUM

R50 000+

- Premium Brand Visibility & Partnership
- Largest logo placement on team shirts (front or back), backpacks/suitcases and supporter shirts.
- “Brought to you by” branding on all trip-related content
- Feature in all media interviews, press releases & articles
- Company promo video (30sec - 1min) on social media & website
- Company logo on website homepage
- Option to address the team via video or in person
- Branding on banners, stands, and all marketing collateral
- Social media shoutouts & tagged posts
- Certificate of Sponsorship

We welcome and deeply appreciate contributions of any size, as every donation plays a meaningful role in helping us achieve our goal. Supporters are under no obligation to receive branding, recognition, or public acknowledgement in return for their contribution.

We fully respect and honour the wishes of donors who prefer to give anonymously or without formal association, and we are sincerely grateful for all support, regardless of scale or visibility.

GOLD

R25 000+

- Logo on team shirt (sleeve)
- Logo on supporters' shirts
- Logo on backpacks/suitcases
- Company stickers on equipment
- 15-second promotional video
- Prominent logo & link on website
- Social Media features
- Certificate of Sponsorship

SILVER

R10 000+

- Logo on backpacks/suitcases
- Logo & link on website sponsors page
- Social media shout-out
- Certificate of Sponsorship

BRONZE

R5 000+

- Logo listed on website
- Social Media thank-you shoutout
- Certificate of Sponsorship

BRICKHEADS



Sponsorship Proposal

RollingStones: FIRST LEGO League World Championship 2026





Why Your Company Should Partner With Us

- Your brand will be seen by global audiences at an international championship
- You support youth engineering and STEM development in South Africa
- South African media often highlights teams attending the FLL World Festival meaning free PR
- You invest in future engineers, scientists, innovators, and entrepreneurs

Marketing Exposure for Sponsors

- Daily documented journey: photos, videos, livestreams
- Logo exposure at international venues
- Branded team clothing worn throughout the event
- Press interviews and community publications
- Corporate social responsibility (CSR) upliftment story
- Social media campaign running 3–4 months pre-event

Closing Statement

Team BrickHeads has earned their place at the FLL World Festival through grit, brilliance, and unstoppable determination. With your support, we can give these future engineers the opportunity of a lifetime and proudly showcase South African innovation on the global stage.

This journey can only become a reality through generous corporate sponsorships and community support. We thank you for considering this partnership and helping us inspire the next generation of South African innovators.

BRICKHEADS



Sponsorship Proposal

RollingStones: FIRST LEGO League World Championship 2026



BRICKHEADS



CONTACT US

Preferred Communication:

Tel/WhatsApp: +27 74 600 1111

Email: sanet@brickheads.co.za

BANKING DETAILS

Account Name: Brickheads

Bank: First National Bank South Africa

Account Number: 63187560842

Branch Code: 255355

SWIFT: FIRNZAJJ

Reference:

Texas- (Personal/Company Name)

DONATE ON



[CLICK HERE TO DONATE NOW!](#)

Addendum A: Official Invitation

BRICKHEADS



Sponsorship Proposal

RollingStones: FIRST LEGO League World Championship 2026





December 2025

Dear Team Members,

FIRST® is thrilled to host the *FIRST*® LEGO® League UNEARTHED™ World Festival in conjunction with the *FIRST* Championship. This season's Championship will be held at the George R. Brown (GRB) Convention Center April 30-May 2, 2026.

We are pleased to invite your Challenge or Explore team to attend the *FIRST* LEGO League UNEARTHED World Festival as a representative of your region and in celebration of all you accomplished this season. You will be one of 200 *FIRST* LEGO League teams to attend from around the world.

Details of the event are still being confirmed and information will soon be posted on the [World Festival at FIRST Championship Website](#) with updates in the coming months. Check this site frequently.

We hope that your team will be able to attend and look forward to meeting you in Houston in April. If your team is unable to attend, please notify your region's partner immediately. If you have any questions or need more information, please feel free to contact us.

Explore teams: worldfestivalexploration@firstinspires.org
Challenge teams: fllwf@firstinspires.org

Go teams!

Sincerely,

A handwritten signature in black ink that reads 'Kim R. Reid'.

Kim Wierman Reid
Senior Director, *FIRST* LEGO League

Addendum B:

Team

RollingStones

SA Championship

Report

BRICKHEADS



Sponsorship Proposal

RollingStones: FIRST LEGO League World Championship 2026



Event **FLL South Africa National North Championships**

Date: 06 December 2025

Team #: 21

Team Name: BrickHeadsRollingStone

1 Overall Results

Overall Rank 1 of 72 Teams



2 Awards

1st place Champion's Award

3 Robot Performance

Overall Rank 6 of 72 Teams

Practice 1	305 Points
Practice 2	265 Points
Round 1	245 Points
Round 2	305 Points
Round 3	340 Points

4 Core Values (CV)

Core Values Rank 4 of 72 Teams

Rubrics:

Discovery (IP)	4
Teamwork (IP)	4
Innovation (IP)	4
Impact (IP)	4
Fun (IP)	4
Discovery (RD)	4
Inclusion (RD)	4
Innovation (RD)	4
Impact (RD)	4
Fun (RD)	3
Gracious Professionalism 1	3
Gracious Professionalism 2	3
Gracious Professionalism 3	4

5 Innovation Project (IP)

Innovation Project Rank 1 of 72 Teams

Rubrics:

Identify - Define	4
Identify - Research (CV)	4
Design - Plan	4
Design - Teamwork (CV)	4
Create - Innovation (CV)	4
Create - Model	4
Iterate - Sharing	4
Iterate - Improvement	4
Communicate - Impact (CV)	4
Communicate - Fun (CV)	4

6 Robot Design (RD)

Robot Design Rank 1 of 72 Teams

Rubrics:

Identify - Strategy	4
Identify - Research (CV)	4
Design - Ideas (CV)	4
Design - Building/Coding	4
Create - Attachments	4
Create - Code/ Sensors	4
Iterate - Testing	4
Iterate - Improvements (CV)	4
Communicate - Impact (CV)	4
Communicate - Fun (CV)	3

7 Feedback

Core Values	Good Job	Your team shared exciting discoveries from the project. We noticed you celebrated your new discoveries together. Your team showed curiosity by making valuable discoveries. Your team showed clear inclusion by giving everyone a chance to speak. It was evident that you practiced inclusion in your work. Your inclusion of all members made the team stronger. Your team showed creative innovation in your solutions. We noticed your innovation helped solve challenges differently. Strong innovation was clear in your prototype. Your team showed strong impact on how you support each other. We noticed your project has potential impact on your community. Your teamwork created a positive impact in the room. Your team showed lots of fun and energy in the presentation. Your team balanced fun with hard work very well. Incredible level of work and thorough research
	Think About	
Innovation Project	Good Job	Your problem statement was clearly linked to the season theme. You showed strong research from a variety of reputable sources. Your team showed a solid understanding of the problem. Your detailed project plan helped keep the team organised. We could see clear teamwork in your planning. Your design steps showed thoughtful planning. Your detailed model / drawing made your solution easy for us to understand. We saw many creative touches in your model / drawing. Your solution showed originality and effort. Your team used feedback well to improve the solution. It was clear you improved your solution after testing your ideas. Your iteration process made your solution stronger. Your presentation was confident and engaging. You communicated your ideas clearly and in a structured way. Your enthusiasm made the presentation enjoyable.
	Think About	

Robot Design	Good Job	Your mission strategy was well explained. We noticed a clear plan for tackling missions. Strong resource use supported your strategy. Strong skills in coding and building were evident. Your attachments were creative and purposeful. Your team tested repeatedly to improve performance.
Robot Design	Think About	

8 Advancement to FLL International Events

Yes

Disclaimer	The results presented in this report are intended for individual team use to identify areas for improvement in future participation. No inquiries will be entertained regarding the judges' assessments or decisions. All evaluations have been deliberated and finalized by the full panel of judges, and the decisions are final and non-negotiable. The judging and deliberation process followed was conducted in accordance with the procedures outlined in the Coaches' Manual.
-------------------	---

Rubrics Evaluation Levels

1	2	3	4
Beginning	Developing	Accomplished	Exceeds

Judge Advisor: Paul Stapelberg

Addendum C: Bank Letter

BRICKHEADS



Sponsorship Proposal

RollingStones: FIRST LEGO League World Championship 2026





Date: 2025-12-11

To whom it may concern



FNB Electronic Stamp

2025-12-11

Reference Number: VODSV55JKZKP

To verify this letter, please keep the above reference number and customer account number on hand. Visit FNB.co.za or FNB App, select Contact us/Tools on the Menu, followed by Verify Account Confirmation/Visa Application Letter and follow the screen instructions. The Reference Number is valid for 3 months.

ACCOUNT CONFIRMATION LETTER

We confirm that **MR LOHAN P PIENAAR** with identification/registration number **1001276074082** ("the account holder") holds the following account with First National Bank, a division of First Rand Bank Limited ("FNB"):

Account Type	FNBY TRANSACT		
Account Status	Active Account - The account is currently open and transacting		
Branch Code	255355	Branch Name	MY BRANCH
Swift Code	FIRNZAJJ	Date Opened	2025-12-11

FNB issues this letter at the specific request of the account holder and for informational purposes only. This letter serves only to confirm that the above information is, according to the records available to FNB, factually correct as at the date of this letter.

Accordingly, FNB provides no warranties, guarantees, assurances or undertakings of any nature in connection with the above information, the account and/or the account holder, cannot be held responsible for any reliance which may be placed on this letter.

Without limiting the above in any way:

- (i) This letter does not constitute a letter of guarantee or a letter of credit.
- (ii) This letter does not imply or infer in any way that FNB has reserved the funds held in the account in favour of any person, nor that FNB has placed a hold on or limited the amount available in the account. The amount available in the account may change at any time without prior notice to you; and
- (iii) FNB will not be held responsible for any change in the information contained in this letter.

This letter is issued to you without any liability for FNB or its employees. You are to treat this letter as confidential.

Should you have any queries, please visit our website www.fnb.co.za or feel free to contact us on 087 575 9404.