

FUN

ROBOTICS NETWORK

The media platform for competitive robotics

Reach millions of participants where robotics culture actually lives.



FIRST Robotics Competition

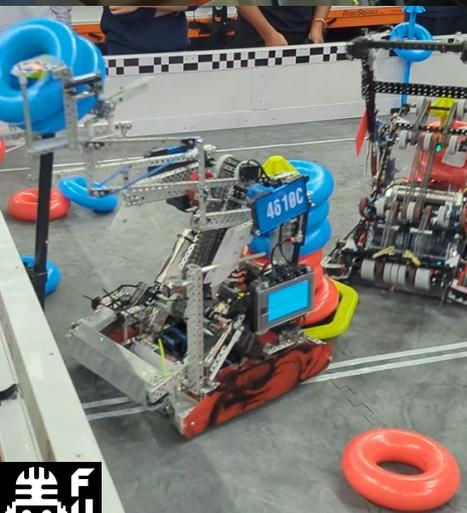
What is FUN?



FUN is the most-watched media network dedicated to the most popular competitive robotics programs.

- **FIRST & RECF/VEX are the world's largest robotics ecosystems**
- **FUN reaches 50M+ annual views and 2M+ unique viewers across YouTube and social**
- **Our audience doesn't scroll past – they actively watch, share and trust FUN content**
- **Many view FUN as the 'ESPN' of Robotics**

FIRST Tech Challenge



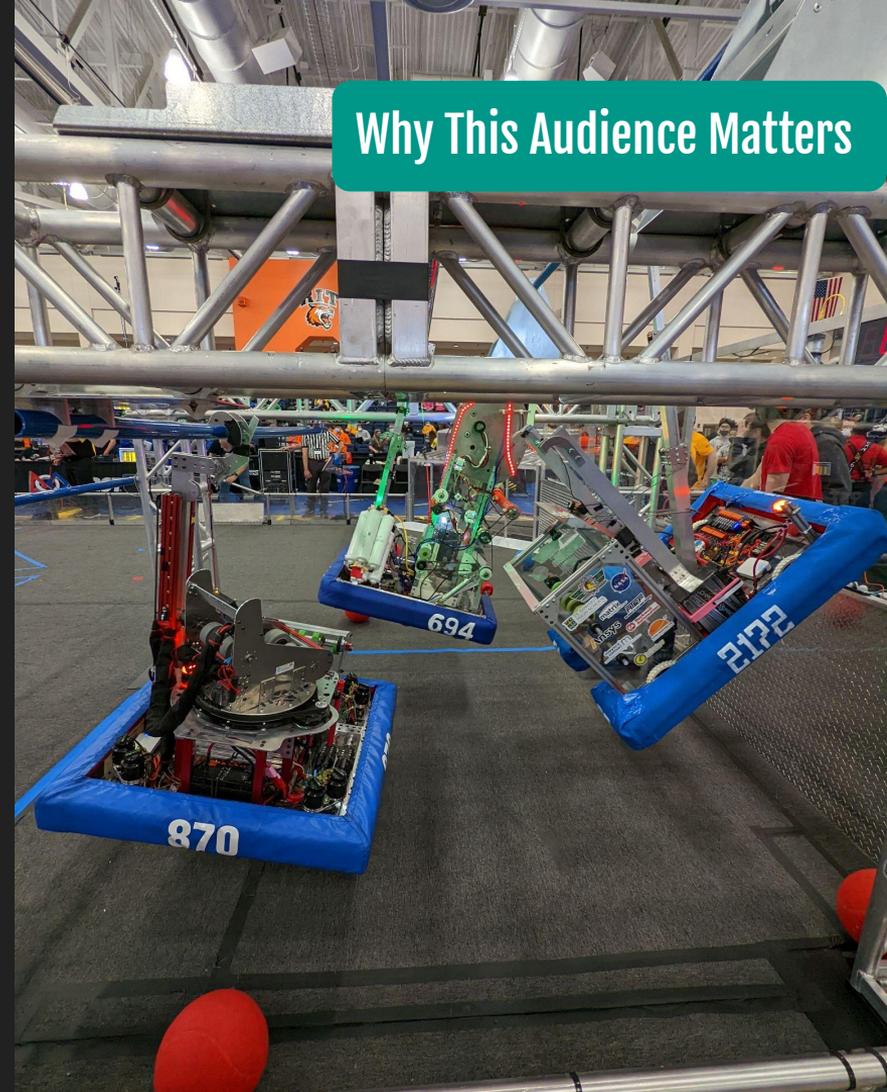
RECF/VEX V5RC Competition

FUN is viewed and trusted by a hard-to-reach, high-value audience

- **Students → future engineers & buyers**
- **Mentors & educators → decision-makers and influencers**
- **Alumni → engineers, managers, recruiters**
- **Deep brand loyalty inside a tight-knit community**

FUN doesn't interrupt attention – it earns it.

Why This Audience Matters



What Makes FUN Different



Not ads. Embedded presence.

- FUN partners appear inside trusted robotics content
- Viewers see your brand hundreds of times per year, not once
- Messaging evolves over time (not one-and-done)
- Built on creator trust

This is why FUN drives recall, trust, and action – not just impressions.



**Built for trust, frequency, and action –
not impressions.**

- **Access a previously untargetable robotics audience**
- **Trust built through authentic creator-led content**
- **Conversion via targeted landing pages & CTAs**
- **Advocacy as viewers share within teams, schools, and companies**
- **Transparency with honest reporting & optimization**

How FUN Drives Results



How Brands Show Up on FUN

Multiple formats. One consistent presence. Aligned to your goals.

- Produced Segments (long and medium length) for strong call to action
- Vertical Shorts for reach and recall
- Influencer-led integrations

Long Length Produced Segments



Medium Length Produced Segments



Vertical Shorts



Influencer-Led Integration



Advertising Examples

Success with Kettering University



Kimberly Shumaker

Kettering University
Director, Robotics Outreach & Robotics Center

The partnership between Kettering University and FUN has proven to be very beneficial. Students that participate in robotics are a great fit for Kettering University due to their desire for hands-on experiences, their problem solving ability, and teamwork skills. Many of these students frequent the FUN live streams and videos found on various social media outlets. It is very common for a student to share with me that they first heard of Kettering University while watching a FUN video. Partnering with FUN expanded our reach!

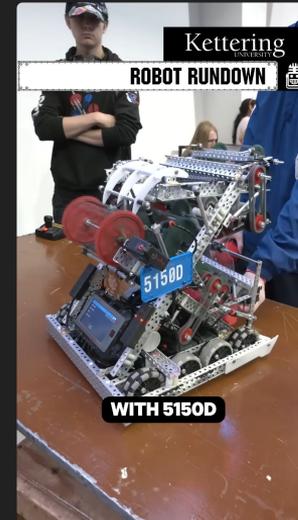


 **UPTO 2.5 YEARS OF PROFESSIONAL EXPERIENCE BY GRADUATION**

 **\$45K-\$70K AVERAGE CO-OP EARNINGS OVER 4.5 YEARS**



Kettering UNIVERSITY **SCHOLARSHIP OPPORTUNITIES: KETTERING.EDU/FIRST** 

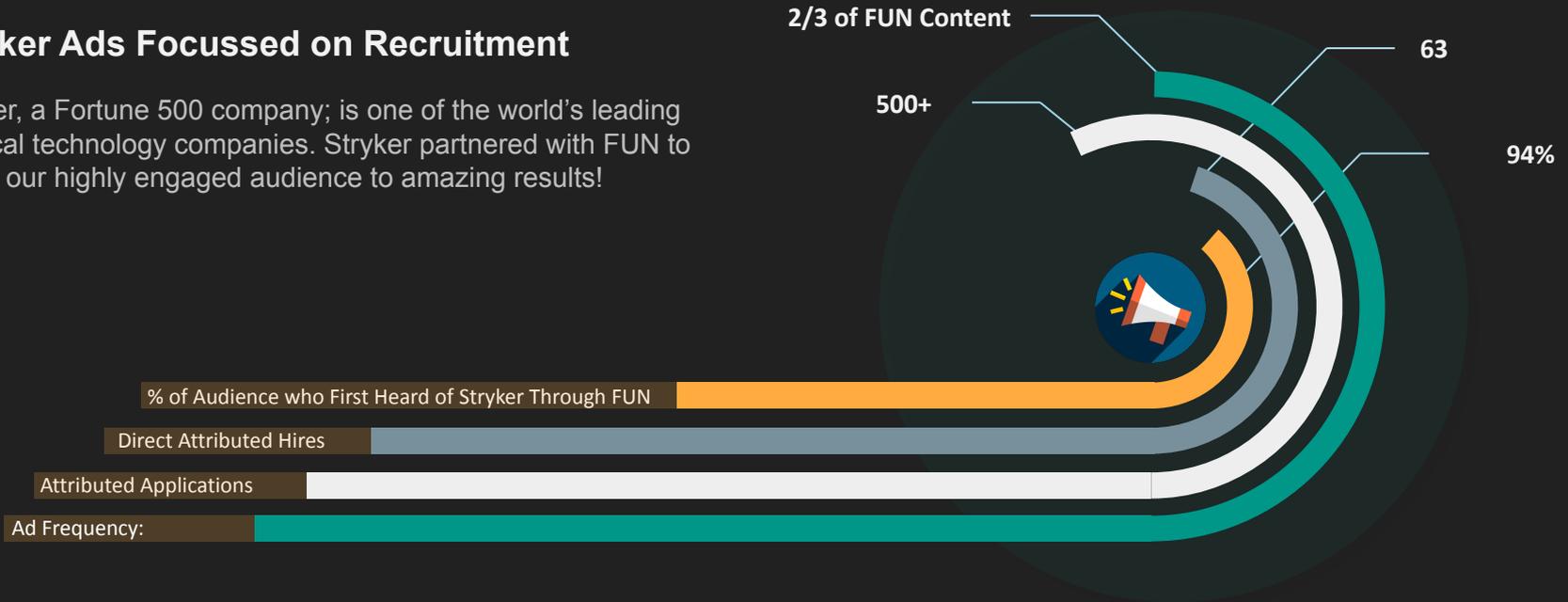




ROI Impact

Stryker Ads Focused on Recruitment

Stryker, a Fortune 500 company; is one of the world's leading medical technology companies. Stryker partnered with FUN to reach our highly engaged audience to amazing results!



Annual FUN Viewership (Forecast):

- Long Form: 2-3M Views
- Medium-form vertical: 7-15M views
- Short-form vertical: 25-40M views
- Content from 80+ correspondents

Year-round exposure. Global reach. Niche relevance.



Want to be part of the robotics ecosystem – not just advertise to it?

contact@funroboticsnetwork.com
[Schedule a Meeting Link](#)

