



FIRST® *LEGO*® League
Powered by Coding Pirates

FIRST® *LEGO*® League Sponsorat

February 2025

We offer four different sponsorship models, which can possibly be combined:

- ***FIRST*® *LEGO*® League Main Sponsor**
- ***FIRST*® *LEGO*® League (FLL) Finale Sponsor**
- ***FIRST*® *LEGO*® League (FLL) Local Tournament Sponsor**
- ***FIRST*® *LEGO*® League (FLL) Winning Team Sponsor**

Below are the different models described. We are, of course, available for further discussions and clarifications.

It will also be possible to participate in one of our 18 expected local tournaments in November 2025 or in the Danish final on November 29th 2025 to learn more.

For further discussions: Louise Overgaard, Secretary General, louise@codingpirates.dk

I - About FIRST® LEGO® League

FIRST® LEGO® League (FLL) is an annual global innovation and robotics competition for children and young people aged 4-16. It is a non-profit initiative from FIRST® and LEGO®. Worldwide, around 800,000 children and young people participate, competing locally, nationally, and the best teams then have the opportunity to take part in global competitions. Each year, we send Danish teams out into the world. In the spring of 2023, for example, Team Hedemølle from Hedemølle Efterskole competed and returned home with an international "Break Through Award."

Coding Pirates has been the operator for Denmark, Iceland, and the Faroe Islands since 2022. Coding Pirates is dedicated to growing and increasing the visibility of FIRST® LEGO® League in Denmark. We are looking for strong partners who want to join us on this journey and help ensure that we create strong programs where schoolchildren and extracurricular children come together to be IT-creative. For the 2025-2026 season, we expect 6,500 participants nationwide, with a goal of growing by 20% per year.

Participants in FIRST® LEGO® League engage in hands-on STEAM experiences, working on an innovation project within an annually set theme. The theme is developed by LEGO® Education and the American NGO FIRST®. The theme for the 2024-2025 season was Submerged - focused on life below the surface of the ocean. In 2023-2024, the theme was Masterpiece, a tribute to the creative industries, and in 2022-2023, the theme was Superpowered, with a focus on energy. The theme for 2025-2026 is not yet official.

Participants design robots, and the older children also program and compete in robotics challenges. In the learning process, the children develop skills in teamwork, communication, and presenting their work.

FIRST® LEGO® League is divided into three age-appropriate programs, and throughout the process, participants are challenged to experiment and develop their critical thinking, coding skills, and design abilities. The three programs are:

Discover for 4-6 year olds

Explore for age 6-10 year olds

Challenge for age 9-16 year olds

II - About *FIRST*® LEGO® League's local tournaments and the Danish Final

Teams can register for *FIRST*® LEGO® League in two ways: They can either sign up for a local tournament (Liga) or register without a tournament (Sandbox). It is flexible when teams choose to engage in the Sandbox, while Liga always takes place in the fall, as participating teams compete in local tournaments held across the country in November.

In the 2025-2026 season, we expect 18 local liga tournaments, including Iceland and the Faroe Islands, and Coding Pirates is continually working to strengthen these local events and build new ones. In this coming season, Coding Pirates expects around 6,500 children and young people to participate in local tournaments nationwide. They will compete to see who is best at working on innovation challenges and solving problems with robots. The expected total number of participants at the local tournaments - including children, young people, professionals, volunteers, and spectators - is 8,000-10,000.

The top 32 teams from the local tournaments will be invited to the Danish final. This year, the Danish final will take place on November 29th in Odense. The Danish final is the culmination of participation in the *FIRST*® LEGO® League Liga. It is a festive competition where participants showcase their work and compete. The winners will have the opportunity to participate in global finals.

See more about the program here: <https://FIRST@LEGO@league.dk/>

Watch the final video from 2024:  [FIRST® LEGO® League Danmarksfinalen 2024](#)

Watch the Danish introduction video for the 2024-2025 theme *Submerged* [here](#)

See a description of what participants learn by joining *FIRST*® LEGO® League [here](#)

III - FLL Main Sponsor

Coding Pirates has defined four different ways to contribute to the work with *FIRST*® LEGO® League in Denmark. As the main sponsor, you will help lay the foundation for the future of *FIRST*® LEGO® League in Denmark. You will be part of shaping how we elevate the STEAM and democratic approach to learning in Denmark. Being the main sponsor is an

exclusive agreement - we will only have one main sponsor, while there will be multiple sponsors for the final. The main sponsor will also become a platinum partner at Coding Pirates.

Time frame

Coding Pirates is looking for a main sponsor to support the program through a multi-year partnership, with a financial framework that runs per season, starting with the preparatory work in April and ending at the conclusion of the season in March of the following year.

Financial Contribution

The main sponsor's financial contribution per season is DKK 1,500,000.

The financial contribution is used for various purposes, including:

- Translation of FIRST® LEGO® League materials for distribution to all participants
- Didactic preparation of teachers and mentors
- Development of teaching materials, where the annual theme is contextualized for Denmark, e.g., webinars, collaborations with national actors, and introductory videos
- Ongoing development of the Danish operations
- Support for local tournaments in the Explore and Challenge divisions in Denmark, Iceland, and the Faroe Islands
- Planning and execution of the Danish final
- Volunteer management and recruitment of judges for the tournaments

Main Sponsor receives

Extensive Brand Exposure:

Logo on all printed and digital materials (exclusive agreement)

- Educational materials for all teachers and mentors
- Practice booklets for all students
- Presentations for mentors and project leaders
- Informational materials for mentors, volunteers, and judges
- T-shirts for children and mentors (in the 2025-2026 season, 6,500 children are expected)
- Medals (ribbons/lanyards) for all participants in local tournaments
- Prominent presence at the Danish final in Odense (non-exclusive agreement)

Logo on Online Media (Non-exclusive agreement):

External Channels

- Website: FIRST®LEGO®league.dk and codingpirates.dk
- Facebook: FIRST® LEGO® League Danmark and Coding Pirates
- LinkedIn: Coding Pirates
- Instagram: Coding Pirates
- Newsletter about FIRST® LEGO® League
- PiratNyt - Newsletter about Coding Pirates and FIRST® LEGO® League

Other Media

- We have previous years successfully engaged TV and other news media to cover the Danish final.
- Opportunity to gain visibility in a global STEAM context.

The main sponsor will also have the opportunity to:

- Showcase its commitment to securing the future IT workforce.
- Highlight the company's focus on its social responsibility in ensuring that all children and young people have access to valuable technological experiences.
- Be part of a shared vision for a more democratic approach to STEAM (science, technology, engineering, and math).
- Demonstrate its commitment to supporting the creative, playful approach to children and technology for young people across Denmark, alongside Coding Pirates and FIRST® LEGO® League.
- Support a gender-balanced approach to STEAM with Coding Pirates and FIRST® LEGO® League.
- Develop a special main sponsor award to be presented at the Danish final (exclusive agreement).
- Create unique main sponsor activities at the Danish final (exclusive agreement).
- Gain employer branding opportunities by engaging as judges in local tournaments and the Danish final.
- Create special FIRST® LEGO® League teams representing the main sponsor (e.g., teams made up of employees' children).

IV - FIRST® LEGO® League Final Sponsor

The second sponsorship option is to be a sponsor at the Danish final, which takes place every year at the end of November or the beginning of December in Odense. The best teams from Denmark, Iceland, and the Faroe Islands will travel to participate. We expect 32 teams at the Danish final on November 29 this year. Being a final sponsor is not an exclusive agreement. Several companies and organizations will have visibility at the final. The final sponsor will also become a platinum partner at Coding Pirates.

Time frame

The sponsorship agreement runs during the final period, from approximately August 1st until the Danish final is held in early December each year. The Danish final has been held in recent years at UCL in Odense, which generously provides the venue at no cost. Coding Pirates is looking to find final sponsors who are willing to support the final for multiple years.

Financial Contribution

The final sponsor contributes between DKK 350,000 and DKK 500,000 per final.

The financial contribution is used for various purposes, including:

- Technical setup and stage
- Entertainment, DJ, and host
- Catering for children and adults
- Goodie bags and activities for the children throughout the event
- Marketing and communication
- Planning and execution

The Final Sponsor receives

Branding in connection with the final:

Logo on printed and digital materials in connection to the final (non exclusive)

- Visibility at the Danish Final in Odense
- Banners, slides

Logo on online media in connection to the final (non exclusive)

External channels

- Websites: *FIRST®LEGO®league.dk* og *codingpirates.dk*
- Facebook: FIRST® LEGO® League Danmark and Coding Pirates
- LinkedIn: Coding Pirates

- Instagram: Coding Pirates
- News letter about FIRST® LEGO® League
- PiratNyt - news letter about Coding Pirates and FIRST® LEGO® League

Other media

- We have in the previous years successfully engaged TV and other news media to cover the Danish final.

The Final Sponsor also gets the opportunity to:

- Showcase its commitment to securing the future IT workforce.
- Highlight the company's focus on its social responsibility in ensuring that all children and young people have access to valuable technological experiences.
- Be part of a shared vision for a more democratic approach to STEAM (science, technology, engineering, and math).
- Demonstrate its commitment to supporting the creative, playful approach to children and technology for young people across Denmark, alongside Coding Pirates and FIRST® LEGO® League.
- Support a gender-balanced approach to STEAM with Coding Pirates and FIRST® LEGO® League.
- Develop a special Final Sponsor award to be presented at the Danish final.
- Create a final Final Sponsor booth at the Danish final.
- Gain employer branding opportunities by engaging as judges in local tournaments and the Danish final.
- Create special FIRST® LEGO® League teams representing the Final Sponsor (e.g., teams made up of employees' children).

V - FIRST® LEGO® League Local Tournament Sponsor

The third sponsorship option is to contribute to running local tournaments. Some local tournaments are funded by municipalities, while others need to be financed through other channels. Coding Pirates has a strategy to grow by 20% each year, which also means new local tournaments must be developed. This season, Coding Pirates is working to develop local tournaments in Aalborg, Aarhus, Bjerringbro, Sønderborg, Svendborg, Kolding, Køge, Roskilde og København, either by deploying its own staff in these areas or by financing and developing the skills of local project leaders. As a local tournament sponsor, you can help

cultivate local tournaments in specific regions. To ensure continuity, local support is sought for a three-year period. Local Tournament Sponsors will also become platinum partner at Coding Pirates.

Financial Contribution

Local Tournament Partners contribute with DKK 200.000 per local tournament per year in 3 years. So, if you wish to help launch one local tournament, the total cost is DKK 600,000.

The financial contribution is used for all expenses related to the local tournaments, such as:

- Technical setup for the local tournament
- Entertainment, DJ, and host
- Catering for children and adults
- Marketing and communication
- Planning and execution

Additionally, the sponsorship helps support the winning teams in traveling to the Danish final, including financing transportation to and from Odense, hotel accommodation for the team in Odense, and catering. This is a significant expense for a school.

The Local Tournament Sponsor receives

Branding in connection to the local tournament:

Logo on digital materials in relation to the local Tournament (non exclusive)

- Visibility at the local tournaments eg. on slides

Logo on online media in connection to the local tournament (non exclusive)

External channels

- Website: *FIRST®LEGO®league.dk* og *codingpirates.dk*
- Facebook: FIRST® LEGO® League Danmark and Coding Pirates
- LinkedIn: Coding Pirates

Local Tournament Sponsor get the opportunity to

- Showcase its commitment to securing the future IT workforce.
- Highlight the company's focus on its social responsibility in ensuring that all children and young people have access to valuable technological experiences.
- Be part of a shared vision for a more democratic approach to STEAM (science, technology, engineering, and math).

- Demonstrate its commitment to supporting the creative, playful approach to children and technology for young people across Denmark, alongside Coding Pirates and FIRST® LEGO® League.
- Support a gender-balanced approach to STEAM with Coding Pirates and FIRST® LEGO® League.
- Visibility at The Danish Final through two winner teams from the local tournament.
- Create a final Final Sponsor booth at the Danish final.
- Gain employer branding opportunities by engaging as judges in local tournaments and the Danish final.
- Create special FIRST® LEGO® League teams representing the Final Sponsor (e.g., teams made up of employees' children).

VI - FIRST® LEGO® League Sponsor for the winning teams

The teams that perform best at the Danish final win the opportunity to travel abroad and compete in international tournaments. In recent years, several teams have participated in global competitions, including in the USA. The challenge is that the team or school must raise the funds themselves to participate, which can be a large and, for some, an impossible task. Every year, there are winning teams that have to decline the international opportunity because they cannot secure the funding. With a sponsor for the winning teams, we aim to strengthen their ability to travel and compete internationally.

Financial Contribution

The sponsor of a winning team contributes DKK 250,000 towards the trip, which usually takes place in March or April. A Challenge team (ages 10-16) typically consists of 10 participants and 2 mentors.

The financial contribution is used for all expenses related to participation in global tournaments:

- Travel and accommodation
- Catering
- Potential release of teaching hours
- Materials for use in the competition

The Winning Team Sponsor receives

Branding in connection with the team's participation in the global tournament and the award ceremony at the Danish final:

Logo on digital materials in connection with the Danish Final and participation in the global tournament (non exclusive)

- Visibility at the Danish Final e.g. on slides

Logo on online media in connection with the Danish Final and participation in the global tournament (non exclusive)

External channels

- Website: FIRST®LEGO®league.dk and codingpirates.dk
- Facebook: FIRST® LEGO® League Danmark and Coding Pirates
- LinkedIn: Coding Pirates

Winning Team Sponsor also gets the opportunity to:

- Showcase its commitment to securing the future IT workforce.
- Highlight the company's focus on its social responsibility in ensuring that all children and young people have access to valuable technological experiences.
- Be part of a shared vision for a more democratic approach to STEAM (science, technology, engineering, and math).
- Demonstrate its commitment to supporting the creative, playful approach to children and technology for young people across Denmark, alongside Coding Pirates and FIRST® LEGO® League.
- Support a gender-balanced approach to STEAM with Coding Pirates and FIRST® LEGO® League.
- Visibility at The Danish Final