

Maker Faire®

**2016 Sponsorship
Opportunities**

**GLOBAL MAKER
FAIRE PROGRAM**

for

**2016 FEATURED
MAKER FAIRES**

Featured Maker Faires

GLOBAL MAKER FAIRE PROGRAM

Maker Faire inspires, informs, connects, and entertains thousands of attendees in a family-friendly environment that celebrates technology, education, science, arts, crafts, engineering, food, sustainability, and more.

Maker Media produces two annual flagship Maker Faires, Bay Area and New York, partners with museums and organizations to produce Featured Maker Faires, and works with communities to license Mini Maker Faires around the world.

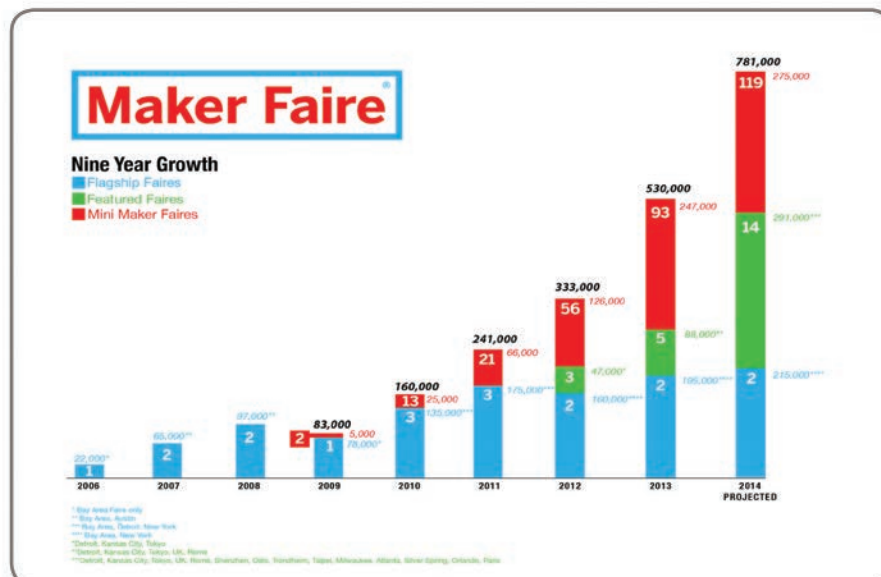
Maker Faire Attendee Demographics

- 68% Male, 32% female
- Median age 37.5 yrs
- HHI \$125K
- 47% First-time attendees
- 91% Attend with family and friends
- 78% gave Maker Faire high praise either noting it was "the best event I've been to all year" or it was "pretty darn great"

Source: Maker Faire Bay Area Attendee Survey, 2014

Maker Faire Attendee Numbers

- Maker Faire Bay Area: 130k attendees
- World Maker Faire New York: 85k attendees
- Featured Maker Faires: Between 10k - 70k attendees, per event
- Mini Maker Faires: Between 500 - 10k attendees, per event



Featured Maker Faires

GLOBAL MAKER FAIRE PROGRAM

- 
- ◆ Maker Faire **UK**: April, 2016 – Attendees: 11k
 - ◆ Maker Faire **Paris**: May, 2016 – Attendees: 10k
 - ◆ Maker Faire **Taipei**: May, 2016 – Attendees: 30k
 - ◆ **Maker Faire Austin: May, 2016 – Attendees: 11k**
 - ◆ Maker Faire **Oslo**: June, 2016 – Attendees: 10k
 - ◆ Maker Faire **Shenzhen**: June, 2016 – Attendees: 35k
 - ◆ Maker Faire **Hannover**: June, 2016 – Attendees: 10k
 - ◆ Maker Faire **Kansas City**: June, 2016 – Attendees: 18k
 - ◆ Maker Faire **Detroit**: July, 2016 – Attendees: 25k
 - ◆ Maker Faire **Trondheim**: August, 2016 – Attendees: 12k
 - ◆ Maker Faire **Tokyo**: August, 2016 – Attendees: 15k
 - ◆ Maker Faire **Milwaukee**: September, 2016 – Attendees: 35k
 - ◆ Maker Faire **Orlando**: September, 2016 – Attendees: 10k
 - ◆ Maker Faire **Silver Spring**: September, 2016 – Attendees: 16k
 - ◆ Maker Faire **Atlanta**: October, 2016 – Attendees: 30k
 - ◆ Maker Faire **Berlin**: October, 2016 – Attendees: 10k
 - ◆ Maker Faire **San Diego**: October, 2016 – Attendees: 10k
 - ◆ Maker Faire **Rome**: October, 2016 – Attendees: 100k
- 

Featured Maker Faire Sponsorship Levels

GOLDSMITH SPONSOR



The Goldsmith Sponsor package provides significant exposure to all attendees before, during and after Maker Faire Austin. We will work closely with you to customize your presence onsite, and align your brand with Maker Faire Austin.

PRE-EVENT BENEFITS

- Logo Inclusion:
 - Maker Faire Austin Website
 - Maker Faire Austin Attendee Newsletter (if applicable)
 - Maker Faire Austin Print Advertising (if applicable)
 - Program Guide and Map (if applicable)

ON-SITE BENEFITS

- On-Site Presence, up to a 30'x30' space
- Logo on Sponsor Banner
- Maker Faire Austin Staff Passes: 40
- Maker Faire Austin Guest Passes: 75

SPONSORSHIP COMMITMENT: \$25,000 PER EVENT
2016 FEATURED FAIRES

Featured Maker Faire Sponsorship Levels

SILVERSMITH SPONSOR



As a Silversmith Sponsor, your company will have a significant presence on-site at Maker Faire Austin, as well as inclusion in Maker Faire Austin marketing and promotional materials.

PRE-EVENT BENEFITS

- Logo Inclusion:
 - Maker Faire Austin Website
 - Maker Faire Austin Attendee Newsletter
 - Program Guide and Map

ON-SITE BENEFITS

- On-Site Presence, up to a 20'x20' space
- Logo on Sponsor Banner
- Maker Faire Austin Staff Passes: 25
- Maker Faire Austin Guest Passes: 50

SPONSORSHIP COMMITMENT: \$15,000 PER EVENT
2016 FEATURED FAIRES

Featured Maker Faire Sponsorship Levels

COPPERSMITH SPONSOR



The Coppersmith Sponsor package is a great opportunity to increase brand awareness and align your company with the growing community of makers.

PRE-EVENT BENEFITS

- Logo Inclusion:
 - Maker Faire Austin Website
 - Maker Faire Austin Attendee Newsletter

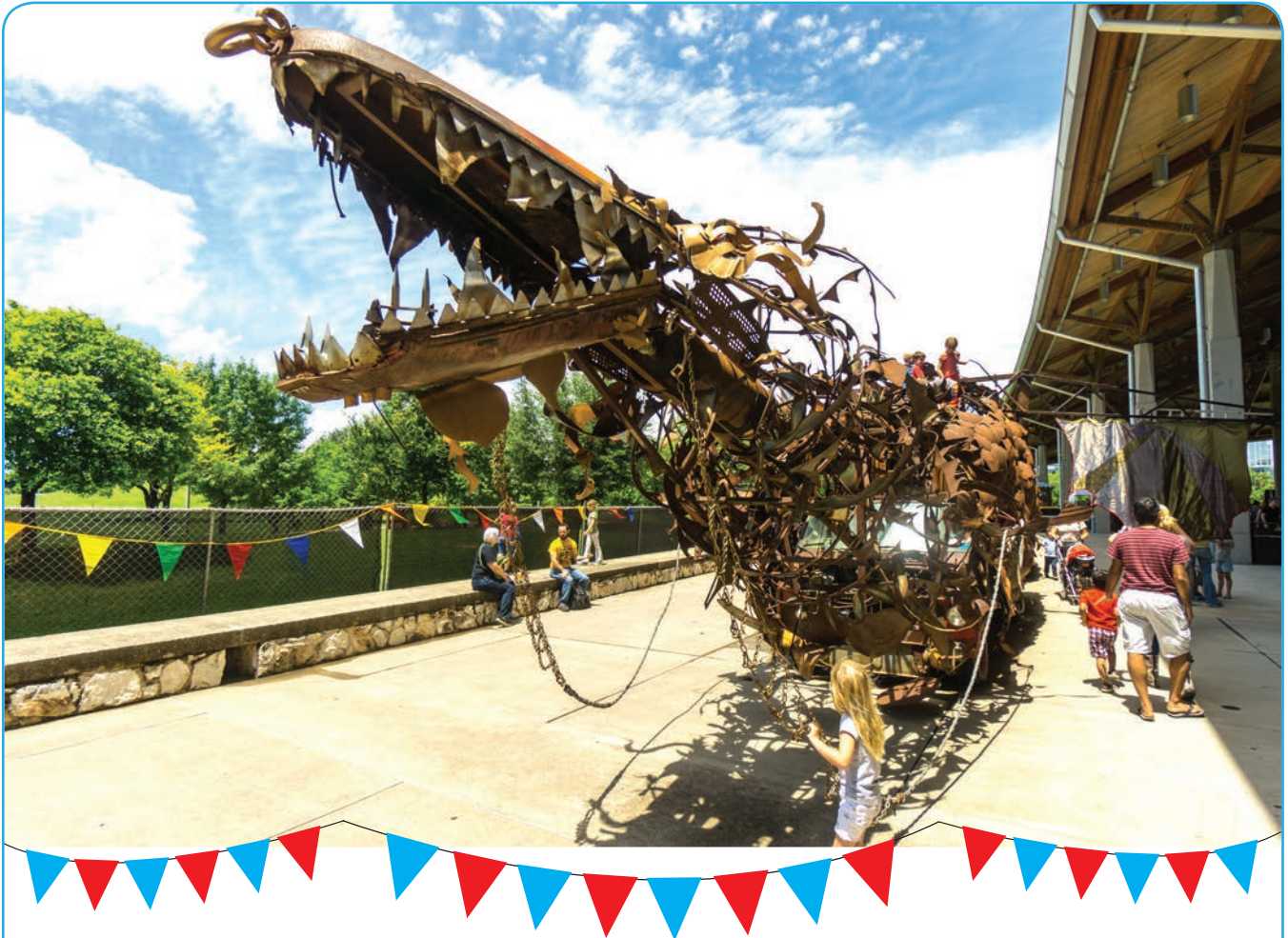
ON-SITE BENEFITS

- On-Site Presence, up to a 10'x20' space
- Maker Faire Austin Staff Passes: 20
- Maker Faire Austin Guest Passes: 30

SPONSORSHIP COMMITMENT: \$7,000 PER EVENT
2016 FEATURED FAIRES

Featured Maker Faire Sponsorship Levels

BLACKSMITH SPONSOR



The Blacksmith Sponsor package is a great introductory opportunity to experience Maker Faire Austin and reach the growing community of makers.

PRE-EVENT BENEFITS

- Company Name/link Inclusion on Maker Faire Austin Website

ON-SITE BENEFITS

- On-Site Presence, up to a 10'x10' space
- Maker Faire Austin Staff Passes: 10
- Maker Faire Austin Guest Passes: 10

SPONSORSHIP COMMITMENT: \$2,500 PER EVENT
2016 FEATURED FAIRES

EXPERIENTIAL MARKETING OPPORTUNITIES

OPPORTUNITIES TO REACH MAKERS

MAKER EVENING PARTY

Make lasting connections with the makers while showcasing your product or service at the Maker Evening Party.

The makers will gather for a mix and mingle with food and drink, some even giving a sneak preview of their Maker Faire projects. This is a great opportunity for networking and exposing your brand to an intimate audience that is at the core of the maker movement.

Event takes place from 7-9 pm on Friday, May 6.

Sponsorship commitment: \$5000 (1 available)



Sponsorship includes:

- Outdoor space to demo product or service from 7-9 pm
- Table signage
- Company logo included on evite
- Co-branded signage
- Up to 10 invitations for your guests



MAKER BREAKFAST

Help Makers with some much needed fuel (coffee and breakfast tacos) as they prepare their projects and demos for the big day ahead

Sponsorship includes:

- Food and Beverage for up to 500 Makers
- Announcement of Maker Breakfast and company mention in one Maker Newsletter sent out to Makers prior to Maker Faire Austin
- On site branding to include one piece of signage with your company's logo

Sponsorship commitment: \$2500 (1 available)

EXPERIENTIAL MARKETING OPPORTUNITIES



OPPORTUNITIES TO REACH MAKERS

MAKER GIVEAWAY BAG

Your logo printed on Maker Faire Austin giveaway canvas tote bag for Makers.

Sponsorship commitment: \$2500
(1 available)



COMMEMORATIVE MAKER FAIRE SHIRTS FOR MAKERS

Makers proudly sport their commemorative Maker Faire t-shirts well after Maker Faire Austin is over. As a sponsor of the Maker Faire Austin t-shirts, your company logo will be placed prominently on the sleeve and distributed to all participating makers (500 +) at Maker Faire Austin.

Sponsorship commitment: \$3500 per event
(1 available)

MAIN ATTRACTION ACTIVITY SPONSORSHIP



**NERDY DERBY
SPONSORSHIP**

The Nerdy Derby is a pine derby miniature car-racing and building competition. It is a youth attraction, encouraging young makers as well as makers of all ages to get hands-on with designing, building, and racing.

Located outdoors, sponsorship of this activity includes:

- Co-branded signage of 20 x 100 foot area
- Basic internet and electrical
- Tools and supplies for car making
- Staffing

Sponsorship commitment: \$7500

EXPERIENTIAL MARKETING OPPORTUNITIES

OPPORTUNITIES TO REACH ATTENDEES

MAKER FAIRE AUSTIN APP

Connect your brand with this tech-savvy audience by sponsoring the Maker Faire Austin App, providing attendees with instantaneous event information. Made available on the iPhone and Android devices, the app provides the latest information about makers, locations, and presentations.

Maker Faire App Promotion:

- Promotion of the app on the Maker Faire Austin website
- Logo placement on the app download page
- 1 Social post promoting the app with a company call out
- On-site signage encouraging attendees to download the app

App sponsorship includes:

- Full screen interstitial advertisement
- Logo presence on opening page of the app
- Banner ads on the exhibits and schedule sections
- Client is responsible for providing creative

SPONSORSHIP COMMITMENT: \$2500
(2 AVAILABLE PER EVENT- NON-COMPETING)



EXPERIENTIAL MARKETING OPPORTUNITIES

OPPORTUNITIES TO REACH ATTENDEES

ATTENDEE LOUNGE AND INFO STATION

This turn-key activation provides high visibility, helping your brand stand out. Staffed by our knowledgeable Maker Faire Austin team, put your brand on the place where attendees go to get information about the show, find a favorite maker, or just take a break in the seating area.

Sponsorship commitment: \$3500

Sponsorship Includes:

- Co-branding of 1 10 x 20 stations (provided by Maker Faire Austin)
- Station and company logo called out on Maker Faire Austin app and via social media
- Table within station to promote your brand, message, and/or product
- Opportunity to hand out swag items (subject to approval by show management)
- Maker Faire Austin to provide staffing, furniture, basic electrical and internet needs for informational services



STAGE SPONSORSHIP

Associate your brand with dynamic speakers and performers of the Maker Movement like Arc Attack and Intergalactic Nemesis.

Sponsorship includes:

- Co-branded signage
- Co-branded intermission slide on stage
- Logo included on online schedule

Sponsorship commitment: \$3500

EXPERIENTIAL MARKETING OPPORTUNITIES



HOST A SCHOOL SPONSORSHIP

This is our warm and fuzzy sponsorship opportunity. Feel good about hosting a K-12 public school to attend Maker Faire Austin and bring ideas back to the classroom. The 'Host A School' sponsorship provides Maker Faire Austin tickets for students, teachers, and chaperones of a local K-12 public school to attend Maker Faire Austin and bring ideas back to the classroom. The 'Host A School' sponsorship provides Maker Faire Austin tickets for students, teachers, and chaperones of a local K-12 low income school that would not otherwise be able to fund a trip, with an additional opportunity to provide bus transportation from schools further away. These students and teachers will benefit tremendously from the exposure this opportunity provides.

Sponsorship Benefits:

- Tickets for students and chaperones from local schools or tickets and bus transportation
- Opportunity to meet and greet students and distribute product/swag items (to be approved by show management)

SPONSORSHIP COMMITMENT LEVELS:

Tickets for Neighborhood Schools

\$1000- 60 STUDENTS AND CHAPERONES

\$ 2000- 180 STUDENTS AND CHAPERONES

\$ 4000- 350 STUDENTS AND CHAPERONES

Bus Transportation and Tickets for Schools up to 50 Miles Away

\$2500- 60 STUDENTS AND CHAPERONES, 1 SCHOOL BUS

\$3500- 120 STUDENTS AND CHAPERONES, 2 SCHOOL BUSES

\$5500- 180 STUDENTS AND CHAPERONES, 3 SCHOOL BUSES