



Saturday October 20th, 2012
Norfolk Scope, Norfolk Virginia

Sponsorship Proposal

Norfolk Mini Maker Faire®

October 20, 2012

Scope Arena Norfolk, VA





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Introduction

What is a Maker Faire?

A maker faire is an interactive, educational event that brings together a community of makers with the larger community. It has been described as “part science fair, part county fair, and part something entirely new”. Essentially, a Maker Faire is an event, open to the public, where individuals, businesses and organizations have the opportunity to show off their projects, products and skills. Makers can lead demonstrations, show finished products they have created or show works in progress to give the audience an idea of how they do what they do. Makers fall into myriad different categories. To name a few: robotics, woodworking, 3-D printing, computer programming, and arts and crafts. A Maker Faire is a gathering of a diverse collection of people all inspired by a Do it Yourself spirit.

About Maker Faire

The mission of Maker Faire events is to inspire, inform, connect and entertain thousands of Makers and aspiring Makers of all ages and backgrounds through the public gathering of tech enthusiasts, crafters, educators, tinkerers, hobbyists, science clubs, students, authors and commercial exhibitors. The inaugural Maker Faire was held in San Mateo, CA, and just celebrated its seventh annual Bay Area event with some 100,000 people in attendance. As Maker Faire continued to grow in popularity and relevance, it expanded to Detroit and New York City in 2010. Maker Faire is supported by MAKE Magazine and O'Reilly Media, the premier information source for leading-edge computer technologies. The company's books, conferences and web sites bring to light the knowledge of technology innovators. Community-driven, independently produced Mini Maker Faire events inspired by Maker Faire are now being produced around the United States and the world, including Norfolk, VA which is hosting a Mini Maker Faire on October 20, 2012 at the Scope Arena.

Press

Please check out these articles about Maker Faire:

<http://www.economist.com/node/21540392>

http://www.pbs.org/newshour/bb/science/jan-june11/makerfaire_06-29.html

<http://www.entrepreneur.com/article/220527>





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Norfolk Mini Maker Faire

Norfolk, Virginia will be hosting its own Mini Maker Faire on Saturday October 20, 2012.

(<http://www.makerfairenorfolk.com/>) The event will be held at Norfolk Scope Arena from 10:30 a.m. to 5:00 p.m. 757 Labs (<http://757labs.org/about/>), a local hacker space, has teamed up with MAKE Magazine (<http://makezine.com/>) to bring this event to Norfolk. This is the first of its kind event for the Hampton Roads area and the state of Virginia.

Featuring both established and emerging local and regional “makers,” the Mini Maker Faire Norfolk is a family-friendly celebration coming to Hampton Roads for the first time. The event is likely to feature rockets and robots, DIY science and technology, urban farming and sustainability, alternative energy, bicycles, unique hand-made crafts, and educational workshops and installations.

After careful consideration of the area’s demographics and early interest expressed in the event, this event is being planned as a “medium” sized event. Space will be available for up to 50 makers. Attendance at this size Maker Faire is generally 1,000 people.

Information about Maker Faire and similar Mini Maker Faire events can be found by following these links:

- Norfolk Mini Maker Faire
 - <http://www.makerfairenorfolk.com/>
- Flagship Maker Faire
 - <http://makerfaire.com/> -main Maker Faire site
 - <http://www.makerfairedetroit.com/> - Maker Faire Detroit
- Recent Mini Maker Faires
 - <http://www.orlandominimakerfaire.com/> -Orlando Mini Maker Faire
 - <http://austinmakerfaire.com/> - Austin Mini Maker Faire
 - <http://tampabaymakerfaire.com/> - Tampa Bay Mini Make Faire
 - <http://a2makerfaire.wordpress.com/> - Ann Arbor Mini Maker Faire
- Upcoming Mini Maker Faires
 - <http://pghmakerfaire.com/> - Pittsburgh Mini Maker Faire
 - <http://ocminimakerfaire.wordpress.com/> - Orange County Mini Maker Faire
 - <http://www.makerfaireevanston.com/> - Evanston Mini Maker Faire
 - <http://www.makerfaireyyc.ca/> - Calgary Mini Maker Faire





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Sponsorship Opportunities

If you have taken the time to check out some of the other Mini Maker Faire sites you likely have an idea of the size and scope of such a production, and that an event like this does not take place without help from local business and organizations. Costs involved include location rental, equipment rental, insurance, advertising, permits, etc. We are reaching out to local businesses and organizations to help us fund and produce this unique event.

Benefits of Sponsorship

Being a ground-level sponsor of an event like this gives your business or organization a unique opportunity to position your brand as a forward thinker who sees value in what the local maker community has to offer. As a sponsor, your logo and brand will be seen and experienced by a wide and diverse audience of makers, DIY enthusiasts and families.

Target Audience

The latest figures provided from Maker Faire from event exit surveys show that the typical attendee is well educated: 93% of respondents held college degrees, and well off: average household income for respondents was over \$100,000. The people who will be attending the Norfolk Mini Maker Faire should reflect these demographics.

Product/Technology Showcase

Norfolk Mini Maker Faire is offering several sponsorship levels that will allow your business or organization to showcase your talents. We are not just seeking money. We want sponsors to participate. Gold and Silver level sponsors will be given the opportunity to create a maker booth of their own. This gives you an opportunity to engage the public in a hands-on way to show them what you do. It is a great way to network with the community and share ideas and build excitement about what you do.

Feedback and Reporting

All sponsors will receive a follow up report on the event. We will carry out exit surveys in person and online and make our findings available to you in the weeks following the event.





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Who Should Become a Sponsor

Below are the potential benefits for different types of businesses or organizations:

Tech or Manufacturing Businesses

You are the ultimate Makers. A lot of what you and your employees do started out as an experiment, a side project or an idea that someone had the passion to turn into a business. Sponsoring the Norfolk Mini Maker Faire gives your business the chance to connect with a local community of makers. You have the chance to be exposed directly to local creative talent and their unique ideas and processes.

Craft, Tech, DIY Retailers

Reach out to new customers. If you sell products or services related to maker projects you cannot afford to miss out on a sponsorship of this event. What better way to reach out to potential new customers than by showing your support for this event and giving attendees a personal introduction to what you have to offer. There is no better public event for you to be a part of. This audience is your target and should not be missed.

Community Involvement/Enrichment

Many businesses and organizations have an interest in fostering a good relationship with the Hampton Roads community and ensuring that it provides a rich and diverse environment for their employees and their families. Norfolk Mini Maker Faire is unlike anything that this area has had in the past. It brings together a diverse group of people and helps foster and grow a local community of makers. Sponsorship of this event shows you are a proud member of the community, and you celebrate the creativity and ingenuity that its people have to offer.



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Event Sponsorship Levels

Norfolk Mini Maker Faire 2012	Gold	Silver	Bronze	Community
	\$2,500	\$1,500	\$1000	\$500
Option for large exhibit space in a featured location at the event	X			
Option for mid-sized exhibit space in a featured location at the event		X		
Logo and link on event website homepage	X	X		
Logo featured on event banners, signage, event program, map and t-shirt.	X	X	X	
Logo on Ticket Registration Page	X	X	X	
Thank you note and short sponsorship message in registration confirmation email to online registrants	X	X	X	
Thank you note in email(s) to Makers	X	X	X	
Information table at event			X	
Thank you note on Twitter and Google Plus accounts	X	X	X	X
Logo and link on Sponsor page of event website	X	X	X	X
Space for distributing marketing materials at event	X	X	X	X
Mention in press release(s)	X	X	X	X





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Gold Sponsors (\$2500)

Gold level sponsors are the premier event sponsors. These sponsors will be given a large exhibit space (20'x20') where they are encouraged to create a maker-oriented, interactive exhibit that lets visitors experience what you do. Gold-level sponsors will also have their logo and a link to their website placed on the Norfolk Mini Maker Faire website homepage. Your color logo will also be featured on all event signage and banners, t-shirt, event programs, and the website ticket registration page. You will be mentioned in all press releases, email correspondence with makers and attendees. A special thank you will go out to all Gold sponsors via our social media streams. This level of sponsorship guarantees maximum exposure to this important audience

Silver Sponsors (\$1500)

Receive all the benefits of the gold sponsorship with a medium sized (10'x10') exhibit space.

Bronze Sponsors (\$1000)

The same benefits as the silver and gold sponsorship but instead of exhibit space, you will be given an information table at the event.

Community Sponsors (\$350)

To give business and organizations of all sizes the opportunity to sponsor this event, we are offering a Community Sponsor level. Community sponsors are given a place to distribute marketing materials at the event. They are also guaranteed a mention in at least one press release, will have a logo and link placed on the Norfolk Mini Maker Faire website sponsor page, and will get a special thank you mention via our social media streams.

In-Kind Donations

We will gladly accept in-kind donations from local businesses. Printing Services, food and beverages for organizers and volunteers, and other items that will help the event run more smoothly. If you are interested in making an in-kind donation, please email info@norfolkmakerfaire.com.

Media Sponsorships

We will be seeking media partners to advertise our event. Media outlets will be contacted separately. For more information please email info@norfolkmakerfaire.com.



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