

Maker Faire® Miami

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Maker Faire Sponsorship Opportunities

Global Maker Faires

GLOBAL MAKER FAIRE PROGRAM

Maker Faire is an award-winning, family-friendly event celebrating technology, education, science, arts, crafts, engineering, food, sustainability and making of all kinds.

Global Maker Faires in 2018:

- 351 total Maker Faires
- 44 featured Maker Faires
- 155 mini Maker Faires
- 150 school Maker Faires
- 44 countries

Maker Faire Attendee Demographics:

- 64% Male, 36% Female
- Average age: 39
- Average household income: \$137k
- 52% first-time attendees
- 47% attend with children
- 91% gave Maker Faire high praise
- 63% identify as a hobbyist, involved in making for fun
- 1,150,309 attendees worldwide



WHY MIAMI NEEDS THE MAKER FAIRE

Global Maker Faires Program

BUILDING A MIAMI MAKER ECOSYSTEM

CELEBRATING SIX YEARS OF MAKING IN MIAMI!

Maker Faire Miami is a platform where makers of all ages learn by sharing ideas, techniques and tools with the entire community. Sponsorships help bring industry experts and interactive exhibits that inspire, educate and empower participants and visitors alike to join the movement and build a better future. Cultivating a culture of innovation helps position Miami as an inclusive, resilient and thriving global city.



Featured Maker Faires are independently organized and operated under license from Maker Media, Inc.

For more information, contact mario@mariothemaker.com or visit miami.makerfaire.com

Maker Faire Miami Sponsorship Levels

TITLE SPONSOR - \$45,000+

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

BENEFITS

- Top-level promotion on all collateral & signage (print & online)
- Sponsorship exclusivity per category, except for foundation grants

WEB & EMAIL MARKETING

- Featured blog post about the event exhibit on website
- Logo and link on homepage of website
- Logo and link on sponsor page of website
- Logo on e-blast
- Thank you on Twitter and Facebook accounts

PRINT & MATERIALS MARKETING

- Logo on day-of-event handout/map, maximum printed pieces 10,000
- Mention in press releases

EVENT SPACE & TICKETS

- Exhibit space up to 800 square feet
- 80 total tickets



Maker Faire Miami Sponsorship Levels

GOLDSMITH SPONSOR - \$25,000

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

BENEFITS

- Top-level promotion (below Title Sponsor) on all collateral & signage (print & online)
- Sponsorship exclusivity per category, except for foundation grants

WEB & EMAIL MARKETING

- Featured blog post about the event exhibit on website
- Logo and link on homepage of website
- Logo and link on sponsor page of website
- Logo on e-blast
- Thank you on Twitter and Facebook accounts

PRINT & MATERIALS MARKETING

- Logo on day-of-event handout/map, maximum printed pieces 10,000
- Mention in press releases

EVENT SPACE & TICKETS

- Exhibit space up to 500 square feet
- 50 total tickets



Maker Faire Miami Sponsorship Levels

SILVERSMITH SPONSOR - \$15,000

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

BENEFITS

- Promotion on all collateral & signage (print & online)

WEB & EMAIL MARKETING

- Featured blog post about the event exhibit on website
- Logo and link on homepage of website
- Logo and link on sponsor page of website
- Logo on e-blast
- Thank you on Twitter and Facebook accounts

PRINT & MATERIALS MARKETING

- Logo on day-of-event handout/map, maximum printed pieces 10,000

EVENT SPACE & TICKETS

- Exhibit space up to 300 square feet
- 30 total tickets



Maker Faire Miami Sponsorship Levels

COPPERSMITH SPONSOR - \$7,000

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

WEB & EMAIL MARKETING

- Logo and link on homepage of website
- Logo and link on sponsor page of website
- Logo on e-blast
- Thank you on Twitter and Facebook accounts

PRINT & MATERIALS MARKETING

- Logo on day-of-event handout/map, maximum printed pieces 10,000

EVENT SPACE & TICKETS

- Exhibit space up to 150 square feet
- 20 total tickets



Maker Faire Miami Sponsorship Levels

BLACKSMITH SPONSOR - \$3,000

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

WEB & EMAIL MARKETING

- Logo and link on homepage of website
- Logo and link on sponsor page of website
- Logo on e-blast
- Thank you on Twitter and Facebook accounts

PRINT & MATERIALS MARKETING

- Logo on day-of-event handout/map, maximum printed pieces 10,000

EVENT SPACE & TICKETS

- Exhibit space up to 100 square feet
- 10 total tickets

