THE 14TH ANNUAL · SOUTH FLORIDA'S LARGEST CELEBRATION OF MAKING

Maker Faire® MIAMI

SPONSORSHIP OPPORTUNITIES

APRIL 16 · 17 · 18, 2027

MIAMI-DADE COUNTY FAIR & EXPO CENTER · FUCHS PAVILION · 49,000 SQ FT, FULLY INDOORS

FRIDAY · MAKER EDUCATION DAY | SATURDAY & SUNDAY · OPEN TO THE PUBLIC







5,000+
ATTENDEES

250+
MAKERS & EXHIBITORS

700+
STUDENTS, EDUCATION DAY

876K+
COMBINED SOCIAL REACH

PRODUCED BY MOONLIGHTER FABLAB & MARIO THE MAKER

MIAMI.MAKERFAIRE.COM

ABOUT THE FAIRE

MORE THAN JUST A FAIRE

Maker Faire Miami is where South Florida comes to build. For fourteen years it has been the region's gathering place for the people who make things — engineers, artists, roboticists, woodworkers, students, tinkerers — and the thousands of curious people who come to watch, touch, and try.

In April 2026 more than **5,000 students, families, educators and makers** filled the Fuchs Pavilion at the Miami-Dade County Fair & Expo Center. Over **250 makers and exhibitors** spread across 49,000 square feet of indoor floor: combat robots, kinetic sculpture, wearable technology, humanoid robotics, interactive art, full-contact armored combat, and a Star Wars village staffed by the 501st Legion.

It opened on Friday with **Maker Education Day**, when 28 classrooms of Miami-Dade students turned the pavilion into a living laboratory — and closed on Sunday with families still crowding the arena rails.

Maker Faire Miami is produced by **Moonlighter FabLab**, a Miami Beach non-profit makerspace and the Maker Faire Miami licensee, together with **Mario the Maker**.

WHAT SPONSORS ARE BUYING

Not a logo on a banner. A weekend of **face-to-face contact** with an audience that shows up specifically to put its hands on things — and a year-round association with STEAM access in one of the most diverse counties in the United States.

WATCH THE 2026 RECAP
YOUTUBE





2027 AT A GLANCE

DATES
April 16, 17 & 18, 2027

FRIDAY
Maker Education Day
Schools & field trips, by registration

SAT & SUN
Open to the public

VENUE
Miami-Dade County Fair & Expo Center — Fuchs Pavilion

FLOOR
49,000 sq ft, fully indoors, climate controlled

EDITION
14th Annual Maker Faire Miami

MAKER FAIRE MIAMI 2026

BY THE NUMBERS

Figures from the April 25–26, 2026 event at the Fuchs Pavilion, Miami-Dade County Fair & Expo Center.

5,000+
STUDENTS, FAMILIES, EDUCATORS & MAKERS

250+
MAKERS & EXHIBITORS ON THE FLOOR

49,000
SQUARE FEET OF INDOOR EXHIBITION SPACE

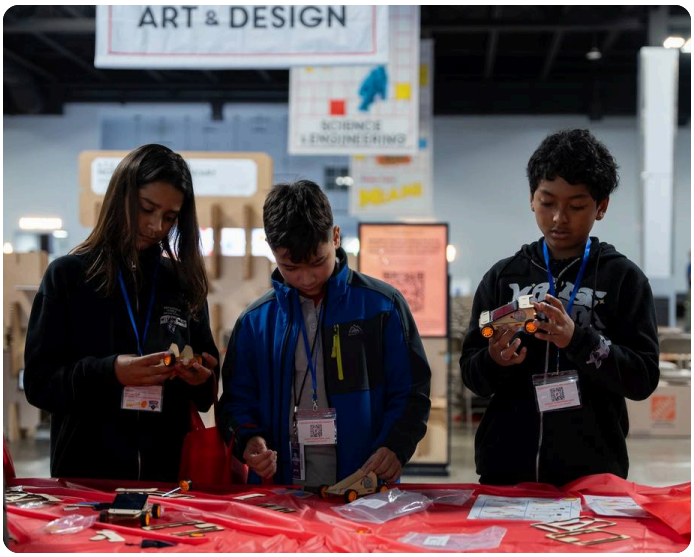
30+
COMBAT ROBOTICS TEAMS IN THE ARENA

3
DAYS OF PROGRAMMING IN 2027

6
MAKER TALKS ON THE MAIN STAGE

14
YEARS RUNNING IN MIAMI





FRIDAY: MAKER EDUCATION DAY

700+
STUDENTS

100+
TEACHERS & CHAPERONES

28
CLASSROOMS

40+
HANDS-ON ACTIVITIES

THREE DAYS

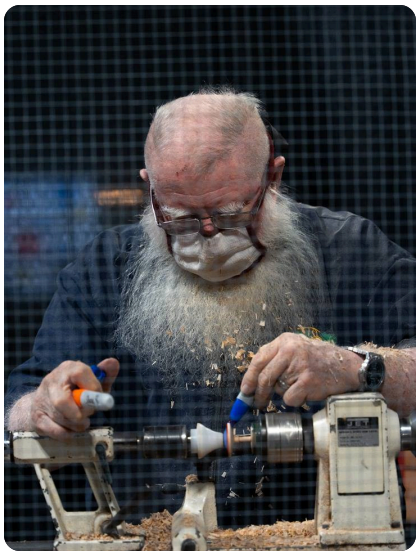
Friday is **Maker Education Day** for Miami-Dade schools. Saturday and Sunday are open to the public — sponsors can activate across all three days, reaching classrooms on Friday and families all weekend.

READ THE FULL 2026 RECAP
MIAMI.MAKERFAIRE.COM

THE OPPORTUNITY

WHY SPONSOR

Maker Faire Miami works for brands that want to be *used*, not just seen.







INNOVATIVE

Maker Faire draws a technical, high-intent audience — software and hardware engineers, industrial designers, architects, university and college programs, founders and early-stage startups. It is one of the few consumer events in South Florida where a product demo is the **point**, not an interruption.

INSPIRING

Thousands of families spend hours here, not minutes. Attendees solder, print, cut, fly and drive. Sponsors who bring a hands-on activation get **sustained, unhurried contact** with visitors — and the photos and video to prove it.

IMPACTFUL

Friday's Maker Education Day brings Miami-Dade classrooms in free of charge. Sponsorship directly underwrites buses, materials and admission for students who would not otherwise have access — a clean, documentable **community and STEAM education story** for your CSR and foundation reporting.

REASONS COMPANIES GET INVOLVED

- Demonstrate thought leadership in technology and innovation
- Recruit — engineers, technicians and interns are on the floor
- Lead the conversation on the skills gap and the future workforce
- Test products with an honest, opinionated audience
- Own a category — exclusivity is available at the top tiers
- Be a change agent in STEAM education across Miami-Dade

WHAT WE'LL BUILD WITH YOU

Tell us the goal and we'll design the footprint: a demo bay, a build-along table, a stage takeover, a stop on the weekend scavenger hunt, or a straight classroom underwrite. **Space, power, volunteers and load-in are handled by our team** — you bring the thing worth touching.

IMPRESSIONS & REACH

MARKETING & REACH

Advertising spend is split **50% local, 50% visitor**.
Sponsor logos ride every channel below.

876K+
COMBINED SOCIAL FOLLOWING

421.4K
PAID SOCIAL IMPRESSIONS (2026)

58K
WEBSITE VISITORS (2026)

10,000+
OPTED-IN EMAIL SUBSCRIBERS

SOCIAL & THE MAKER FAIRE NETWORK

19.5K — **MAKER FAIRE MIAMI & MOONLIGHTER**
Facebook, Instagram and X — our own audience, local and engaged.

247K — **MAKER FAIRE GLOBAL CHANNELS**
Our licence includes promotion through the worldwide Maker Faire accounts on X and Facebook.

522K — **MAKE: MAGAZINE**
X and Facebook, plus makezine.com. A Make: representative is flown in and files live coverage on their international platforms throughout the weekend.

88K — **MIAMI-DADE COUNTY FAIR & EXPO CENTER**
Our venue partner shares the event across Facebook and Instagram, and to their **100,000+ email newsletter**.

250+ — **EXHIBITOR CHANNELS**
Every maker and exhibitor maintains their own social accounts and is encouraged to promote their exhibit.

DIGITAL PERFORMANCE

421.4K — **PAID SOCIAL IMPRESSIONS (2026)**
Facebook and Instagram advertising targeted geographically and by interest group, with **41%+ delivered outside Miami-Dade**. Spend and performance grow again for 2027.

58K — **WEBSITE VISITORS (2026)**
Traffic mix, 2023: organic search 39.8%, social 15.8%, referral 7.9%, paid search 3.2%. **48.7% of users came from outside Miami-Dade.**

SEO — **A PAGE FOR EVERY MAKER**
Each exhibit gets an auto-generated, search-optimised page where makers upload photos, video and embedded social — dynamic content that keeps the site ranking year-round.

40% — **EMAIL SUBSCRIBERS OUTSIDE THE LOCAL MARKET**
Over 10,000 opted-in addresses. Campaigns sell tickets and recruit makers, volunteers and sponsors.

OUT OF HOME, PRINT & PRESS

BILLBOARDS
An advertising partnership with **Alchemy Media** places 6-by-4-foot boards at the entrance of **9 municipal parking garages**.

SCHOOLS, LIBRARIES & WORKPLACES
Printed postcards and posters are distributed to schools, libraries, companies and co-working spaces across Miami-Dade County.

PRESS
Media partners **Kiddos** and **Miami Kids Magazine** promote MFM in print, online and at community events. **Refresh Miami** and **The Miami Herald** also cover the Faire.

FRIDAY, APRIL 16, 2027

MAKER EDUCATION DAY

Miami-Dade classrooms attend free of charge.
The single most underwritable day of the Faire.

In 2026, **28 classrooms** turned the Fuchs Pavilion into a living laboratory. Students rotated through **40+ hands-on activities** — circuits, design challenges, 3D printing, woodworking — and met the makers behind them: the 501st Legion, Florida Armored Combat, and record-setting paper airplane designer John Collins.



WHAT THE TEACHERS REPORTED

Percentage of surveyed educators who said Education Day had an impact on their students by...

- **99%** SPARKING CURIOSITY AND INTEREST IN STEAM
- **96%** INCREASING STUDENT ENGAGEMENT AND ATTENTION
- **94%** ALIGNING WITH STEM/STEAM LEARNING OBJECTIVES
- **91%** CREATING A SENSE OF BELONGING IN STEAM
- **90%** EXPOSING STUDENTS TO TOOLS THEY CAN'T USUALLY ACCESS
- **83%** DEMONSTRATING STEAM CAREER PATHWAYS
- **82%** HELPING STUDENTS SEE THEMSELVES AS MAKERS
- **81%** ENCOURAGING PEER-TO-PEER COLLABORATION



2026 EDUCATION DAY

700+ Students

100+ Teachers & chaperones

28 Classrooms

40+ Activities

> *"They began to see themselves as creators, not just learners... especially powerful for those who don't always shine in traditional academic settings."*
>
> STEAM DIRECTOR, GRADES 6-9

SPONSOR THIS DAY

Three Education-Day-only levels — **Champion $10,000**, **Impact $5,000** and **Supporter $1,000** — are detailed on page 13.

STUDENT SHOWCASE

Through the **City of Miami Beach STEAM+ Partnership**, Moonlighter FabLab served **600+ students across 5 schools** in 2025-26 — an hour a week of design thinking, circuitry, 3D design and 3D printing. Five students per classroom were selected to exhibit their work at Maker Faire Miami, with free entry for them and their families.

WATCH THE EDUCATION DAY FILM
2 MINUTES

WHAT HAPPENS ON THE FLOOR

INSIDE THE FAIRE

Every area below is available for naming rights or activation partnership.

ROBOT RENEGADES · COMBAT ROBOTICS

Hosted by Palm Beach Bots. **30+ competing teams** across weight classes battled in a caged arena for two days — consistently the loudest, most crowded corner of the Faire.

MAKER TALKS · MAIN STAGE

Six internationally recognized creators shared their journeys, failures, and breakthroughs: PLACITECH, MateoTechLab, Every Flavor of Robot, She Builds Robots, InterlinkKnight, and a panel of renowned arts organizations discussing art, technology, and AI.

MAKER EDUCATION ZONE · WORKSHOPS

Interactive robotics, building an AI agent on a Raspberry Pi, semi-autonomous electric vehicles, woodworking for early learners, and voice acting for beginners.

501ST LEGION · STAR WARS VILLAGE

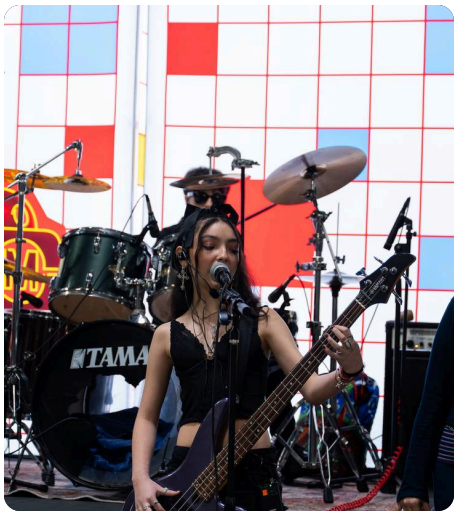
Screen-accurate costume builders in a walk-through village — one of the highest-traffic photo destinations at the Faire and a magnet for family dwell time.

FLORIDA ARMORED COMBAT

Full-contact medieval combat in steel plate. Physics and materials engineering, demonstrated at speed, several times a day.

STUDENT SHOWCASE & LIVE MUSIC

Miami-Dade students exhibit their own projects alongside professional makers, and young bands play live sets on the main stage.







FEATURED MAKERS & EXHIBITS, 2026

JOHN COLLINS · THE PAPER AIRPLANE GUY · CHRISTINA ERNST · SHE BUILDS ROBOTS · MATEO JARQUIN · MATEOTECHLAB · ALESSANDRO PLACITELLI · PLACITECH · AWS DEEPRACER · ROBOT RENEGADES · TVC ROBOTICS · EVERY FLAVOR OF ROBOT · INTERLINKKNIGHT · HELLO_MIAMI · FLORIDA ARMORED COMBAT · 501ST LEGION

CHOOSE YOUR LEVEL

SPONSORSHIP AT A GLANCE

Custom and in-kind packages are available at every level. Category exclusivity is offered at Title and Goldsmith.

	TITLE $35K+	GOLDSMITH $25K	SILVERSMITH $15K	COPPERSMITH $7,500	BLACKSMITH $3,500	DIGITAL $1,500
EXHIBIT / ACTIVATION SPACE on the Faire floor	800 sq ft	500 sq ft	300 sq ft	150 sq ft	100 sq ft	–
EVENT TICKETS weekend admission	80	50	30	20	10	4
CATEGORY EXCLUSIVITY excluding foundation grants	✓	✓	–	–	–	–
NAMING RIGHTS stage, zone or featured activity	✓	✓	✓	–	–	–
ON-SITE SIGNAGE & BANNERS	Top billing	Premium	✓	✓	✓	–
LOGO ON PRINTED EVENT MAP distributed to attendees on-site	✓	✓	✓	✓	✓	–
MENTION IN PRESS RELEASES	✓	✓	–	–	–	–
FEATURED BLOG POST on miami.makerfaire.com	✓	✓	✓	–	–	–
LOGO & LINK ON HOMEPAGE	✓	✓	✓	✓	✓	✓
LOGO & LINK ON SPONSOR PAGE	✓	✓	✓	✓	✓	✓
LOGO IN EMAIL NEWSLETTERS to 10,000+ opted-in subscribers	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA RECOGNITION Instagram, Facebook, X, YouTube	Dedicated	Dedicated	Dedicated	Group	Group	Group
DIGITAL PROGRAM & ONLINE MAP	✓	✓	✓	✓	✓	✓
POST-EVENT IMPACT RECAP published after the Faire	✓	✓	✓	✓	✓	✓
MAKER EDUCATION DAY ACCESS Friday, April 16	✓	✓	✓	✓	–	–
EMPLOYEE VOLUNTEER OPPORTUNITIES	✓	✓	✓	✓	✓	✓

MAKER EDUCATION DAY ONLY — FRIDAY, APRIL 16

FULL DETAIL ON PAGE 13

CHAMPION $10,000
Presenting partner of Education Day.

IMPACT $5,000
Underwrites a group of classrooms.

SUPPORTER $1,000
Brings one full classroom to the Faire.

BUILD YOUR OWN PACKAGE · IN-KIND & MEDIA PARTNERS WELCOME

IDEAS ON PAGE 14

Underwrite a hands-on activity, the maker meals, the commemorative t-shirts or the welcome-gate giveaway. We build the package around a specific objective — from **$1,000 to $35,000+**.

Materials, tools, equipment, printing, food and beverage, and media placements are all creditable toward a sponsorship level. Ask us what we need.

SPONSORSHIP LEVEL 01 · ONE AVAILABLE

TITLE SPONSOR

$35,000+

The Title Sponsor is named alongside Maker Faire Miami everywhere the event appears — on the banner over the door, in every press release, on the map in every attendee's hand. One partner, top billing, and full customization of your presence on the floor.

BILLING & EXCLUSIVITY

- **Top-level promotion on all collateral and signage**, print and online, for the full 2027 campaign
- **Category exclusivity** — no competing brand at any level, excluding foundation grants
- Presenting billing in the event name lockup where applicable
- Naming rights to a stage, zone or featured activity of your choice

ON THE FLOOR

- **Up to 800 square feet** of exhibit or activation space, prime placement
- Custom-built activation or branded hands-on activity, designed with our team
- Speaking slot on the Maker Talks main stage
- Appreciation banners throughout the pavilion
- **80 event tickets** for staff, clients and guests

WEB, EMAIL & SOCIAL

- Featured blog post about your exhibit on miami.makerfaire.com
- Logo and link on the website homepage and sponsor page
- Logo on every e-blast to our 10,000+ opted-in subscribers
- Dedicated thank-you posts across Instagram, Facebook, X and YouTube
- Top placement in the digital program and online map

PRINT & PRESS

- Top-billed logo on the day-of-event map and program distributed on-site
- Named in all press releases and media outreach

COMMUNITY

- Named presenting partner of **Maker Education Day**, including recognition in the post-event impact report
- Employee volunteer opportunities across all three days



SPONSORSHIP LEVELS 02 & 03

GOLDSMITH & SILVERSMITH

The two levels that carry a custom activation and a featured story on the site.

GOLDSMITH SPONSOR — $25,000

Second only to the Title Sponsor in visibility, with the same customization of your on-site presence and the same category protection.

- **Top-level promotion below Title** on all collateral and signage, print and online
- **Category exclusivity**, excluding foundation grants
- Naming rights to a stage, zone or featured activity
- **Up to 500 sq ft** of exhibit or activation space
- **50 event tickets**
- Featured blog post about your exhibit on the website
- Logo and link on the homepage and sponsor page
- Logo on e-blasts; dedicated social thank-you posts
- Logo on the day-of-event map and program
- Named in press releases; access to Maker Education Day

SILVERSMITH SPONSOR — $15,000

A substantial footprint on the floor plus inclusion in every marketing and promotional channel we run.

- Promotion on all collateral and signage, print and online
- Naming rights to a featured activity or workshop
- **Up to 300 sq ft** of exhibit or activation space
- **30 event tickets**
- Featured blog post about your exhibit on the website
- Logo and link on the homepage and sponsor page
- Logo on e-blasts; dedicated social thank-you posts
- Logo on the map, program, and access to Education Day



SPONSORSHIP LEVELS 04 & 05

COPPERSMITH & BLACKSMITH

Entry points with real floor presence — where most first-time sponsors start.

COPPERSMITH SPONSOR — $7,500

A strong way to build brand awareness and align your company with the maker community, with a staffed booth on the main floor.

- **Up to 150 sq ft** of exhibit space
- **20 event tickets**
- Logo on on-site signage
- Logo on the day-of-event map and program
- Logo and link on the homepage and sponsor page
- Logo on e-blasts; group social thank-you post
- Access to Maker Education Day
- Employee volunteer opportunities

BLACKSMITH SPONSOR — $3,500

The introductory level — experience the Faire, meet the community, and see what a bigger activation could do next year.

- **Up to 100 sq ft** of exhibit space
- **10 event tickets**
- Logo on on-site signage
- Logo and link on the homepage and sponsor page
- Logo on the day-of-event map, program and e-blasts
- Group social thank-you post; employee volunteering





SPONSORSHIP LEVEL 06 · NEW FOR 2027

DIGITAL SPONSOR

$1,500

For organizations that want to stand with the maker community without staffing a booth. Everything is digital: your logo travels with the Faire across the website, the email list, the online program and social — before, during and after the weekend.

WHAT'S INCLUDED

- **Logo and link on the sponsor page** of miami.makerfaire.com, live from signing through the end of the 2027 season
- **Logo and link on the homepage** sponsor rail
- **Logo in the pre-event and post-event email newsletters** to 10,000+ opted-in subscribers
- **Inclusion in group thank-you posts** across Instagram, Facebook, X and YouTube
- **Logo in the digital program and interactive online map** used by attendees on the day
- **Recognition in the post-event impact recap** published on miami.makerfaire.com and shared with our community and press list
- **4 event tickets** for your team
- **Employee volunteer opportunities** across all three days

GOOD FIT FOR

- Small businesses, studios and makerspaces that want to be listed among the Faire's supporters
- Regional or remote companies that can't send staff to Miami for the weekend
- Firms testing the waters before committing to a floor presence in 2028
- Individuals, families and alumni who want to sponsor at a meaningful level

PLEASE NOTE

The Digital Sponsor level does **not** include on-site exhibit space, printed map placement or physical signage. Exhibit space can be added — talk to us and we'll price it.



OTHER WAYS TO GIVE

Underwrite a classroom. Cover buses, materials and admission for one Miami-Dade class on Maker Education Day.

Sponsor a workshop. We handle materials, space and staff — you get the credit and the photos.

Host the thank-you. Feed and celebrate the makers and volunteers who build the Faire.

Give in kind. Tools, materials, printing, filament, food, or media placements — all creditable toward a level.

FRIDAY, APRIL 16, 2027 · EDUCATION DAY ONLY

BRING A CLASSROOM

Three levels that fund Maker Education Day directly. Available separately from the main sponsorship ladder.

Every student who walks in on Friday is there because somebody paid for the bus, the materials and the ticket. These three levels do exactly that — with survey data behind the impact story.

CHAMPION — $10,000

Presenting partner of Maker Education Day. Your name goes on the day itself and travels with every communication we send to schools and teachers.

- **Presenting billing on Maker Education Day** in all school-facing communications
- Logo on Education Day signage throughout the pavilion
- Logo on student credentials or tote bags
- Named in the post-event impact report sent to schools, press and partners
- Logo and link on the website sponsor page and homepage
- Dedicated social thank-you post
- **20 tickets** to the public weekend
- Team volunteer slots on Education Day

IMPACT — $5,000

Underwrites a group of classrooms — transportation, materials and admission for students who would not otherwise attend.

- Named supporter of Maker Education Day
- Logo on Education Day signage
- Named in the post-event impact report
- Logo and link on the website sponsor page
- Group social thank-you post
- **10 tickets** to the public weekend; team volunteer slots

SUPPORTER — $1,000

Brings one full classroom to the Faire — the simplest, most direct way to put a group of Miami-Dade students in front of real makers.

- Underwrites one classroom's transportation, materials and admission
- Named in the post-event impact report
- Logo and link on the website sponsor page
- **4 tickets** to the public weekend; team volunteer slots

CUSTOM PACKAGES

BUILD YOUR OWN

Sponsor a moment rather than a tier. Any of these can be credited toward a level on page 8.

Some of the best sponsorships at Maker Faire Miami are not booths at all — they are the things people carry home, eat, wear and remember. Pricing depends on scope, so tell us which one interests you and we will cost it out.

ACTIVITY SPONSOR

Our team organizes and activates a hands-on activity for participants with your company's branding front and centre — think underwriting the Nerdy Derby, rocket launching, or LED throw plushies. The activity varies with the sponsor. **We handle materials, space, staff and volunteers; you get the credit, the crowd and the photographs.**

MAKER MEALS

Feed the people who build the Faire. Sponsor the **VIP dinner**, **lunch for volunteers**, or the **Maker Mixer for exhibitors** — the room where our makers, sponsors and crew actually meet each other. Branding at the meal, on the invitation and in the thank-you.

COMMEMORATIVE MAKER FAIRE SHIRTS

Makers proudly sport their commemorative Maker Faire t-shirts at Maker Faires and maker events in their communities well after the weekend ends. As shirt sponsor, **your logo is placed prominently** on shirts distributed to every participating maker — a sponsorship that keeps walking around Miami all year.

WELCOME GATE GIVEAWAY

Reach the most eager Maker Faire attendees at the front gates as the doors open each day. Provide the **first 2,000–3,000 attendees** with a branded bag or swag item as they enter. Includes a special promotion in one pre-event attendee newsletter.



SOMETHING ELSE?

Underwrite a stage, a workshop series, buses for a school, or an idea we have not thought of. In-kind support — materials, tools, equipment, printing, food and beverage, media placements — is creditable toward any level. Tell us the objective and we will design the package.

GOOD COMPANY

PARTNERS OVER THE YEARS

Maker Faire Miami has been supported by foundations, global brands, universities, local institutions and the companies that make the tools our community builds with.

MAKE: COMMUNITY	THE KNIGHT FOUNDATION	WATSCO VENTURES	AMAZON	MICROSOFT
SANTANDER BANK	PRUSA RESEARCH	ADDIGY	PARTICLE.IO	PCBWAY
MIAMI-DADE COUNTY	CITY OF MIAMI BEACH	MIAMI DADE COLLEGE	FLORIDA INTERNATIONAL UNIVERSITY	CREARTE / J.M. PEREZ FAMILY FOUNDATION
FAIRCHILD TROPICAL BOTANIC GARDEN	INFINITY AUTO INSURANCE	BARBARO MOJO	PALM BEACH BOTS	MOONLIGHTER FABLAB

> *"Maker Faire Miami is a place where ideas become reality, curiosity is contagious, and people of all ages come to build, learn, and be inspired."*
>
> TOM PUPO · MOONLIGHTER FABLAB

> *"A very informative and engaging experience for students to apply their school knowledge to real world experiences."*
>
> 3RD GRADE TEACHER, MAKER EDUCATION DAY 2026



LET'S BUILD SOMETHING TOGETHER

BE PART OF THE GREATEST SHOW & TELL IN MIAMI.

Tell us what you want out of the weekend — recruiting, a product launch, a community story, or students in the door who wouldn't otherwise get there. We'll build the package around it.



MOONLIGHTER FABLAB

admin@moonlighterfablab.org

Maker Faire Miami licensee & co-producer · Miami Beach non-profit makerspace · moonlighterfablab.org

MARIO THE MAKER

mario@mariothemaker.com

Co-producer · Maker Faire Miami

APRIL 16 · 17 · 18, 2027

FUCHS PAVILION · MIAMI-DADE COUNTY FAIR & EXPO CENTER

MIAMI.MAKERFAIRE.COM · @MAKERFAIREMIAMI

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