



# North Little Rock

# Maker Faire®

**Saturday, May 9, 2020**

**AR Regional Innovation Hub**

**10 am–4 pm**

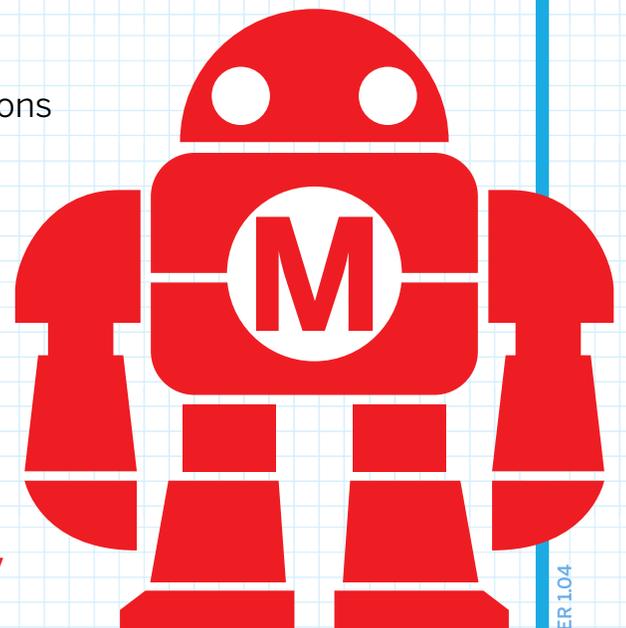
## SPONSORSHIP OPPORTUNITIES

### What is a Maker Faire?

A Maker Faire is a community-based learning event that inspires everyone to become a maker, while connecting with people and projects in their local community.

In short, it creates opportunities for conversations with makers, artists, entrepreneurs, tech enthusiasts, crafters, students, educators, tinkerers, hobbyists, engineers, scientists and authors when they all come together to show their creations and demonstrate what they have experienced.

- ★ **A Network of Makers**
- ★ **A Showcase of Creative Work**
- ★ **Offers Engaging, Hands-On Interaction**
- ★ **Supports Grassroots Innovation in the Community**



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### CURRENT SPONSORS:



**Make:**  
make.co

North Little Rock Maker Faire is independently organized and operated under license from Maker Media, Inc.

## How does Maker Faire work?

Maker Faire is a show-and-tell format for people of all ages that brings out the “kid” in all of us. Maker Faire is a community-based learning event that inspires everyone to become a maker and connect to people and projects in their local community. Yet, Maker Faire is a “fair” which should be fun and engaging. Maker Faire brings together families and individuals to celebrate the Do-It-Yourself (DIY) mindset and showcase all kinds of incredible projects.

At Maker Faire, you’ll find arts and crafts, science and engineering, food and music, fire and water—but what makes this event special is that all these interesting projects and smart, creative people belong together. Maker Faire is a free-to-the-public show and tell format for people of all ages and it brings out the kid in all of us.



## Highlights

Over the past six years, more than 15,000 people have attended our North Little Rock Maker Faires. Like all Maker Faires, we host a family-friendly open street fair full of crafters, engineers, artists, and entrepreneurs. Last year we had more than 85 different Makers sharing, explaining and demonstrating their projects. It was a full day of creativity, innovation, and curiosity.

## Sponsorship is Essential

Because this is a free-to-the-public community street fair event, we rely on our sponsors to help cover production expenses. Sponsorship dollars cover event license and insurance; tents, tables, and chairs rentals; security, perimeter barricades, vendor permits, and all logistic expenses; WiFi and power; expendables (tape, sandbags, barricades, tracks) and additional barricades to support specific exhibits; marketing collateral and promotional activities; and transportation assistance for marquee exhibits.

## Three Reasons to Sponsor

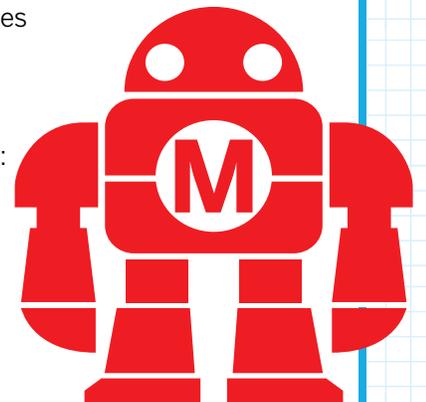
- ▶ Access to an engaged demographic: extremely curious and community-oriented.
- ▶ Workforce development: targeted job fair, access to potential employees.
- ▶ Supporting all-ages STEAM education: the Maker Faire is an environment to get open-access informal hands-on training in science, engineering, and the arts.

## Maker Faire Audience

Last year’s Maker Faire drew a diverse crowd of adults and families with children. At the Arkansas Regional Innovation Hub (the Hub), we typically draw adults between 18-80, and families with children between 8-17. Previous events at the Hub have been well-attended and participants typically stay the entire length of the event (2-4 hours).

Based on surveys collected across the US in 2013, Maker Faire audiences look like this:

- ▶ **86%** have an undergraduate degree & **40%** have a post-graduate degrees
- ▶ **91%** attended with family & friends
- ▶ **47%** had children under 18 at home
- ▶ **83%** were employed with **13%** self-employed
- ▶ **Top three interest areas:** science, electronics and robotics





# MASTER MAKER

## PRE-EVENT

- ▶ Maker Faire Website Listing: Logo (with URL) listed on both the Home and Sponsorship page of the NLR Maker Faire website.
- ▶ Acknowledged with “made possible by”
- ▶ Company name on promotional posters distributed to target audience
- ▶ Logo on all event promotion e-mail communications, averaging bimonthly
- ▶ Mention in press releases, advertising and marketing
- ▶ Mention on social media (Facebook, Twitter & Instagram)

## ON SITE BENEFITS

- ▶ Significant branded on-site presence, up to a 20' x 20' space
- ▶ 5 amps of power
- ▶ Name and logo on banner
- ▶ Four 8' tables
- ▶ Eight chairs
- ▶ Wi-Fi Internet access

## POST-EVENT

- ▶ Mention on our survey page going to all attendees, event partners, and vendors
- ▶ Mention in post-event e-mail communications acknowledging sponsors

**EVENT SPONSOR INVESTMENT: \$25,000**

# CRAFTSMAN

## PRE-EVENT

- ▶ Maker Faire Website Listing: Logo (with URL) listed on both the Home and Sponsorship page of the NLR Maker Faire website.
- ▶ Company name on promotional posters distributed to target audience
- ▶ Mention in press releases, advertising and marketing
- ▶ Mention on social media (Facebook, Twitter & Instagram)

## ON SITE BENEFITS

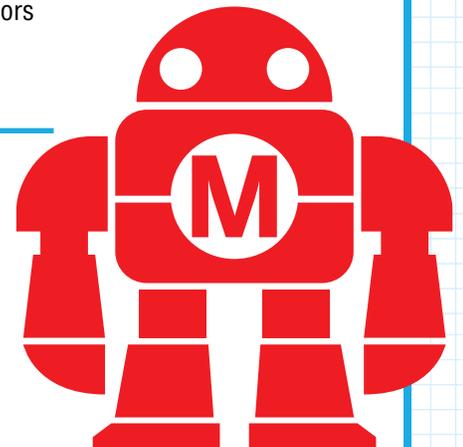
- ▶ Branded on-site presence, up to a 20' x 10' space
- ▶ Three 8' tables
- ▶ Six chairs
- ▶ 5 amps of power
- ▶ Wi-Fi Internet access

## POST-EVENT

- ▶ Mention on our survey page going to all attendees, event partners, and vendors
- ▶ Mention in post-event e-mail communications acknowledging sponsors

**SUSTAINING SPONSOR INVESTMENT: \$10,000**

### CURRENT SPONSORS:



## APPRENTICE

### PRE-EVENT

- ▶ Maker Faire Website Listing: Logo (with URL) listed on the Sponsorship page of the NLR Maker Faire website.
- ▶ Company name on promotional posters distributed to target audience
- ▶ Mention in press releases, advertising and marketing
- ▶ Mention on social media (Facebook, Twitter and Instagram)
- ▶ Mention in post-event e-mail communications acknowledging sponsors

### ON SITE BENEFITS

- ▶ Branded on-site presence, up to a 10' x 10' space
- ▶ One 8' table
- ▶ Two chairs
- ▶ Power available
- ▶ Wi-Fi Internet access

**PRESENTING SPONSOR INVESTMENT: \$5,000**

## ENTHUSIAST

### PRE-EVENT

- ▶ Maker Faire Website Listing: Logo (with URL) listed on the Sponsorship page of the NLR Maker Faire website.
- ▶ Company name on promotional posters distributed to target audience
- ▶ Mention in press releases, advertising and marketing
- ▶ Mention on social media (Facebook, Twitter & Instagram)

### ON SITE BENEFITS

- ▶ Branded on-site presence, up to a 10' x 10' space
- ▶ One 8' table
- ▶ Two chairs
- ▶ Power available
- ▶ Wi-Fi Internet access

**CONTRIBUTING SPONSOR INVESTMENT: \$2,500**

## SPONSOR

### PRE-EVENT

- ▶ Maker Faire Website Listing: Logo (with URL) listed on the Sponsorship page of the NLR Maker Faire website.
- ▶ Company name on promotional posters distributed to target audience

### ON SITE BENEFITS

- ▶ Branded on-site presence, up to a 10' x 10' space
- ▶ One 8' table
- ▶ Two chairs
- ▶ Power available
- ▶ Wi-Fi Internet access

**BASIC SPONSOR INVESTMENT: \$1,250**

## CUSTOM SPONSORSHIP LEVELS

If you desire a different level of contribution or would like to make an in-kind donation, we can design a custom sponsorship package that fits your budget and goals.

