



# **Maker Faire® Atlanta**

Partnership Deck 2017

## **Welcome!**

Thank you for your interest in partnering on this year's Maker Faire Atlanta 2017! Please read through this deck and let us know how you'd like to be involved. By the way, there are many new ways to participate.

## **What's new?**

We're moving! We have a new home for 2017 and that is downtown Atlanta. We'll be located at the Historic Georgia Freight Depot in Atlanta. We'll have both indoor and outdoor space this year. Due to our transition to Atlanta, we'll have a one-day free Faire on 10/22 and a Maker-focused conference on 10/21.

## **SMA!**

Southeast Makers Alliance is the non-profit that we, the organizers of Maker Faire Atlanta, have formed to produce the Faire, education events, Maker community building, and other activities meant to promote economic development through Making.

## **MAKER CONFERENCE**

The day before the Faire, we will be hosting a Maker conference to help Makers, Teachers, Entrepreneurs, and just about everyone else, integrate Making into their respective ecosystems.

## **Tickets! Tickets! Tickets!**

Although the Faire will remain free to all, we will require tickets this year. This will help us manage the overall attendance and provide a better experience.



## **Southeast Makers Alliance (SMA)**

Last year, the team that produced the 2016 Maker Faire Atlanta decided to create a non-profit organization that would produce future Faires. This organization would also focus on nurturing the Maker community in the southeast. The team wanted to replicate some of the structural connections put in place in other major cities as it applies to building equity within the community through skills developed as a part of “Making,” in conjunction with traditional education.

“Making” and “Maker” are terms synonymous with creativity, innovation, and problem solving using available tools. These terms, and subsequently learned skills, are the kernels and the ingredients needed to drive STEM and STEAM related projects and learning. Once you plant the seeds of interest in building a robot, a power racing car, a drone, or a lighted and actuated cosplay outfit, the actual doing, the “Making” of those items, is STEAM! It’s Science. It’s Technology. It’s Engineering. It’s Art. It’s Math. STEAM drives the creation of new business ideas, economic development, and innovative solutions to problems using available resources. SMA supports “Making” and “Makers”, in-turn, enabling many aspects of STEAM.

SMA is a volunteer-run organization that helps to support and develop the Maker ecosystem.

**Please help SMA continue to support Makers.**

# Maker Faire Atlanta In Review

## Mini Maker Faire at City Hall

This past February, as a prologue to our big move to the City of Atlanta, we worked with the City to organize a smaller version of our Faire in the atrium of City Hall. It was a great success! With over 30 Makers and hundreds of attendees, we were able to introduce the Faire to city employees and folks in the downtown area.



## Highlights from 2016

2016 was a busy year for Maker Faire Atlanta. Our partners and operations team were able to execute a great Faire, despite some construction and site challenges at the beginning of our planning cycle. **Many thanks to all and special thanks to the City of Decatur, City Schools of Decatur, and the Housing Authority of the City of Decatur, Georgia!** The Faire saw over 25,000 attendees over 2 days, along with nearly 200 Makers and exhibits.

**Previous Partners** (more previous partners <http://atlanta.makerfaire.com/sponsors/>)

MailChimp



ATLANTA  
TECHNICAL  
COLLEGE



## Who attends Maker Faire?

Maker Faire Atlanta focuses pretty heavily on education in the Maker world. Our Faire is not only family-oriented, but shows how Making can be used in education, economic empowerment, and enrichment of all aspects of life. We take pride in sparking the imagination and showing how Making and STEM/STEAM reinforce each other.

For companies and sponsors, Maker Faire is a great place to show how things are built and what is used or needed to create them.

Maker Faire attracts people from every walk of life, whether they have a product that they've made, are looking to help make new products, or just exploring.

For more details and the history of Maker Faire Atlanta, please see: <http://atlanta.makerfaire.com/history>



# Maker Conference

This year, the day *before* the Faire (10/21), we will organize a maker focused conference. The goal of the conference will be to help promote Making within various areas of education, economic development, and helping to connect Makers with other Makers. This 1-day conference will be held in downtown Atlanta.

Partners will be able to take advantage of the unique opportunity to connect with Makers of all types in Atlanta and the Southeast. Please see the table on page 7 for partnership opportunities. Opportunities are available to sponsor specific tracks and get exposure with our ecosystem of Makers.

## Proposed Conference Tracks:

**Maker Spaces** - Topics related to the creation and management of community Maker Spaces, for example, revenue models, promotion of activities, and how to engage the community

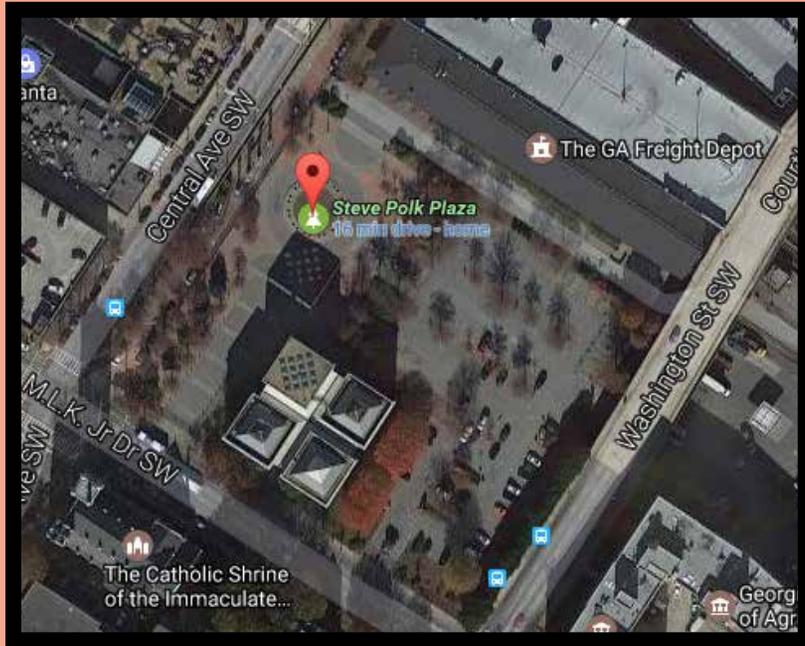
**Making in Education** - MakEdu - Lesson Ideas, Project Based Learning, hands-on with tools and equipment, incorporating Making into the curriculum, Making for colleges/universities

**Making for Fun** - Tutorials, tools, and techniques for hobbyists - including arts, crafts, gardening, furniture/home improvement, sewing

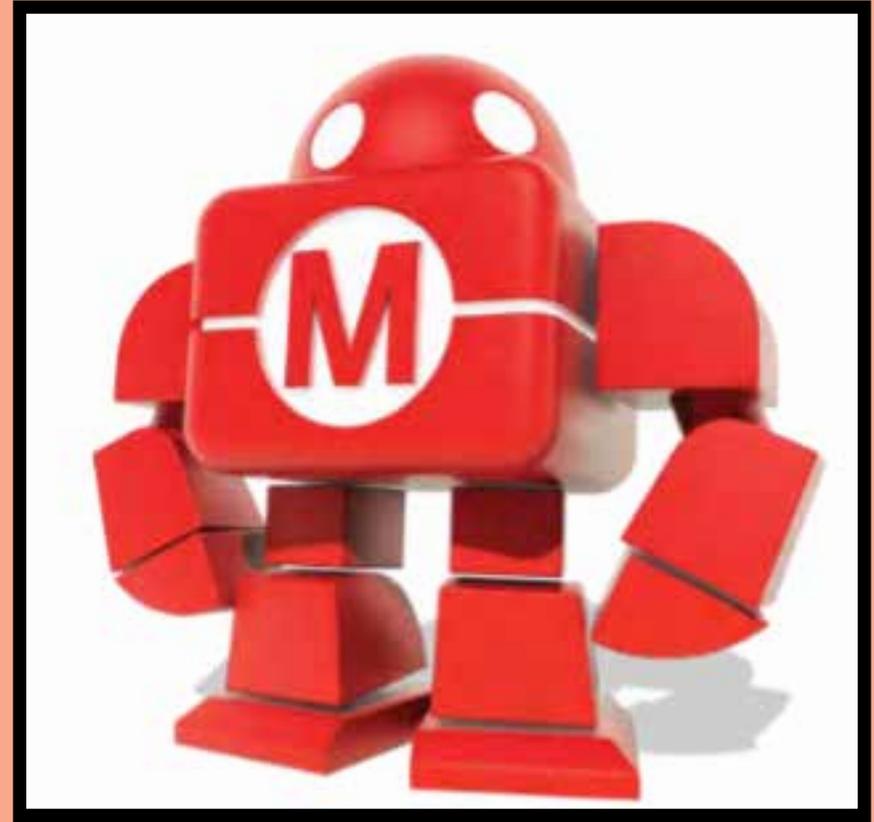
**Making for Profit** - Prototyping, Patenting Inventions, Funding, Marketing

**Stay tuned for more updates on the conference.**

# Maker Faire Atlanta 2017



This year's Faire will be a 1-day event held on the grounds of the Historic Georgia Freight Depot in downtown Atlanta. We'll have some indoor space, plenty of outdoor space, all within close proximity. The events at this year's Faire will be more easily accessible. The site also offers plenty of parking and access to MARTA.



# Get Involved!

SPONSORSHIP LEVELS & BENEFITS	GOLDSMITH	SILVERSMITH	MAKER STAGE/ EDUATION/MAKER MIXER	COPPER- SMITH	BLACKSMITH	APPRENTICE	MAKER ENTHUSIAST (NON-PROFIT)	CONFERENCE	IN-KIND
	\$20,000	\$15,000	\$10,000	\$5,000	\$1,000	\$500	\$250	Varies*	Varies*
Description of Partnership	Highest visibility partnership.	Best Value partnership.	Specific area and content partnerships. Higher value.	Preferred returning partnership level.	2nd level partner. Usually a return partnership.	Entry Level partner.	For our non-profit partners.	Partner for one of the conference tracks. Flexible. Ideally paired with other partnership.	To Provide items that will be used mainly for our youngest innovators, in grade school through high school. Optionally paired with other partnership.
Title Billing and Category Exclusivity	✓								
Logo Recognition on Print Advertising and Promotional Flyers	Premium Placement								
Rights to Use Maker Faire Atlanta Logo for Consumer Promotion	✓	✓							
Name Recognition in Media Announcements	Premium Placement	✓						✓	✓
Social Media Exposure	✓	✓	✓	✓				✓	✓
Facebook, Twitter, Instagram Recognition in Email Blasts	✓	✓	✓	✓	✓			✓	✓
Recognition on Maker Faire Atlanta Website	Large Sized Logo on All Pages	Medium Sized Logo on All Pages	Medium Sized Logo on Sponsor Page Only	Small Sized Logo on Sponsor Page Only	Name on Sponsor Page Only	Name on Sponsor Page Only	Name on Sponsor Page Only	✓	✓
<b>ON-SITE BENEFITS</b>									
Logo Recognition on the Sponsor Banner	✓	✓	Logo recognition for appropriate area					Logo recognition for appropriate area	Logo recognition for appropriate area
One 30 Minute Speaking Opportunity (subject to approval by Faire Management)	✓	✓							
Large Booth Sign Provided	✓	✓	✓	✓					
Logo Placement on Event Map	Premium	✓	✓	✓					
Sponsor Booth Size (includes tent, tables and chairs)	30'x 30'	20' x 20'	10' x 20'	10' x 20'	10' x 10'	10' x 10'	10' x 10'		
Tickets to Maker Mixer	12	10	4 (20 for Maker Mixer Sponsor)	2	2	2	2	2	2

\* For custom sponsorship packages, please contact Milton Walker at: [milton@southeastmakersalliance.com](mailto:milton@southeastmakersalliance.com) or [sponsorship@southeastmakersalliance.com](mailto:sponsorship@southeastmakersalliance.com)

Thank you for your consideration!

Please visit <http://atlanta.makefaire.com/partnership>

for more info

