

Inspire. Educate. Empower.

Southeast Makers Alliance

# Southeast Makers Alliance

is a non-profit organization with the mission to inspire, educate and empower communities in the Southeast using making as a catalyst.

Makers come from varied backgrounds, ages and skill levels, but all are inspired to create something and share it. What starts as a interest or hobby can become a career. What starts as a pet project can turn into a system wide solution... all while reinforcing competencies in science, tech, art, engineering and math (a.k.a. STEAM). We believe that making also fosters development of grit and resilience, innovative thinking and taking ownership. Makers have employed these skills to create innovative solutions to real world problems in the local community and beyond.

Our goal is to build a more active and connected maker network.

We work to acheive this through three main areas of programming:

**Maker Faire Atlanta** (MFA) is our way of inspiring and connecting current and future makers. Maker Faires are generally referred to as “the greatest show and tell on earth” and are best described as part hands-on science fair and part arts festival. MFA serves as a vehicle to showcase a variety of innovators and creators to the greater community.

**MakEdu** is our education focused conference that exposes teachers and educators to the world of making and how to integrate aspects of the maker community into schools, community centers, after school programs and any venue where education occurs.

**Southeast Maker Innovation Showcase** is our forum for empowering makers to turn their passion projects into products.

We welcome you to join in our mission. Please review the included partnership options and contact us if you would like to partner in other ways.

Thank you for your time,

Milton Walker III  
Executive Director, Southeast Makers Alliance, Inc.



# Maker Faire Atlanta

This year we are expecting over 150 makers and 20,000+ attendees at our two-day free event. Over the last 5 years we've attracted over 80,000 attendees to our maker focused events.

We believe MFA is a great vehicle for inspiration. With over 150 different makers, there's something everyone can be inspired by...from yarn to drones and everything in between.

Many of our attendees and/or partners have uploaded videos or images of their experience at Maker Faire Atlanta 2017 to Youtube.

**Estimated 20K attendees**

**150+ Makers**

**Family-Friendly**

**Over 200K combined impressions**

**Our Makers are mostly regional but they come from across the US**



**Who attends Maker Faire Atlanta?**

When were you first inspired? What drove you to do what you love, either as a hobby, or if you are lucky, as a full-time effort? If you were never exposed to that hobby, or that profession, what would you be doing now?

We look at Maker Faire Atlanta as a great and fun way to be exposed to all kinds of different STEM / STEAM / Maker related activities and products. You may love robots, but after seeing robosubs, you may have a new passion!



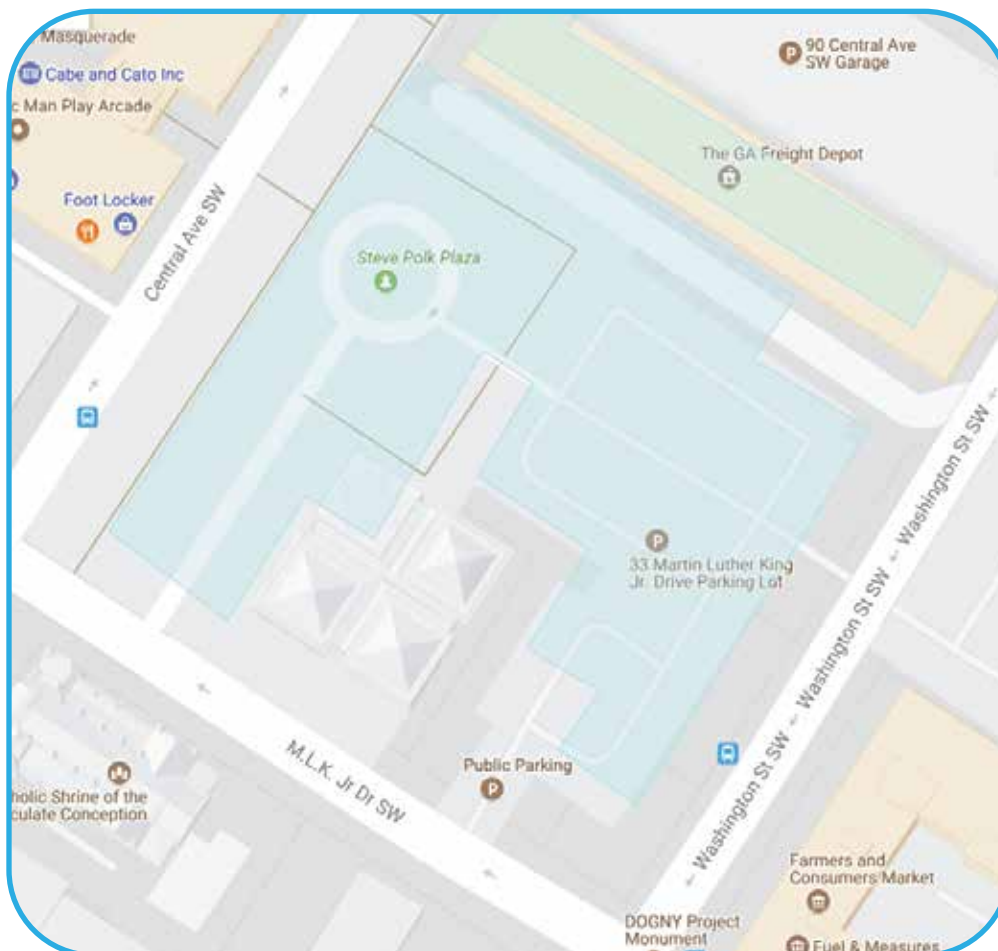
# Maker Faire Atlanta

Maker Faire Atlanta 2018, like 2017, will be located at The Historic Georgia Freight Depot and surrounding Polk Plaza. This year will be a 2-day event. With over 12,000 square feet of indoor space, and over 100,000 square feet of outdoor space, the Freight Depot makes an excellent location for attendees to see partner messaging, vendor products, as well as the many makers drawn to Maker Faire Atlanta.

Supporting Maker Faire Atlanta as a sponsor:

- Exposes the potential partner to a curious and innovative community of potential new customers
- Associates the partner with the attributes of: innovation, creativity and inspiration
- Shows support for the local and regional maker community

## The Historic Georgia Freight Depot



## Nearby

Parking  
MARTA  
City Hall  
The Underground  
Five Points  
CNN  
Georgia Aquarium  
World of Coca-Cola  
Center for Civil and Human Rights  
Center for Puppetry Arts  
Piedmont Park  
Zoo Atlanta  
High Museum of Art  
The King Center  
The Carter Center  
Centennial Olympic Park  
Georgia State University  
Georgia Institute of Technology

# MākEdu Making Education Conference

Last year we were excited to produce the 2nd Annual MākEdu Making Education Conference held on Saturday, October 21, 2017 in conjunction with the Southeast Makers Summit. The MākEdu Conference exposes teachers and educators to the world of making and shows them how to integrate aspects of the maker community into schools, community centers, after school programs and any venue where education occurs.

The conference was held in the Aderhold Building on the campus of Georgia State University in downtown Atlanta. We partnered with The Alonzo A. Crim Center for Urban Educational Excellence to produce broad programming that focused on developing making in the classroom. The MākEdu Conference helped kick off a week of activities leading up to the 12th Annual Sources of Urban Educational Excellence Conference. We expect to partner with them again this year for 2018.

Please check [www.southeastmakersalliance.org](http://www.southeastmakersalliance.org) for forthcoming conference details.

# Southeast Maker Innovation Showcase

In 2017, Maker Faire Atlanta hosted the 1st Southeast Maker Innovation Showcase. The showcase was sponsored by the Georgia Department of Economic Development and was focused on celebrating maker entrepreneurs and the makerspaces supporting them.

Ten finalists pitched their products to a distinguished panel of makers, investors and economic developers for prizes, including cash awards and development funding. The finalists also showcased their products at Maker Faire Atlanta.

The 2nd Annual Southeast Maker Innovation Showcase will take place at Maker Faire Atlanta 2018 and last year's winner will give a presentation at this year's faire.

Please check [www.southeastmakersalliance.org](http://www.southeastmakersalliance.org) for forthcoming conference details.

| SPONSORSHIP LEVELS & BENEFITS  | GOLDSMITH                       | SILVERSMITH                    | MAKER STAGE/<br>EDUCATION/MAKER<br>MIXER              | COPPER-<br>SMITH                       | BLACKSMITH                                       | APPRENTICE                | MAKER<br>ENTHUSIAST<br>(NON-PROFIT) | MākEdu<br>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. | Flexible partnership. Providing some needed service or other materials |
| 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.makerfaire.com/partnership> for more info on sponsorship

Please visit [www.southeastmakersalliance.org](http://www.southeastmakersalliance.org) for conference updates