



Rochester Mini Maker Faire®

SPONSORSHIP OPPORTUNITIES

Saturday, November 21, 2015 9AM to 5PM

Rochester Riverside Convention Center

About Rochester Mini Maker Faire

Maker Faire is the Greatest Show (and Tell) on Earth—a family-friendly showcase of invention, creativity and resourcefulness, and a celebration of the Maker movement. It's a place where people share what they are making and learning.

Makers range from tech enthusiasts to crafters, educators, tinkerers, hobbyists, engineers, artists, science clubs, students, authors, and commercial exhibitors. They are of all ages and backgrounds. Maker Faire's mission is to entertain, inform, connect and inspire these thousands of Makers and aspiring Makers.

The inaugural Maker Faire was held in San Mateo, CA, and in 2014 celebrated its 9th annual Bay Area event with more than 130,000 people in attendance. As Maker Faire grew in popularity and relevance, additional flagship Faires were launched in Detroit and New York City. Community-driven, independently organized Mini Maker Faire events are now being produced around the United States and the world, including Austin, Seattle, Buffalo, and now Rochester! Rochester is a Maker City with a Maker Mayor who attended the 2014 White House Mini Maker Faire.



- Maker Faire has been described as “the 21st century state fair for DIY-ers.”
- Maker Faire launched in the Bay Area in 2006 and demonstrated the popularity of making and interest among legions of aspiring makers to participate in hands-on activities and learn new skills at the event.
- An annual festival that features innovation and experimentation across the spectrum of science, engineering, art, performance and craft.
- The maker movement has become one of the driving forces in the development of consumer-oriented technologies.
- Visit www.makerfaire.com



2014 Rochester Mini Maker Faire - Inaugural Year

- Over 1500 visitors came to the Rochester Riverside Convention Center for the event.
- 95+ Makers showcased and shared their crafts.
- The visitors and Makers were primarily from the Rochester and western NY region.



We are proud to be one of over 100 community-driven Mini Maker Faires around the world. Come see STEAM in action as Maker Faire participants include anyone who embraces the DIY or do-it-together spirit. Individuals, hobby clubs, school groups, nonprofits and entrepreneurs will be represented. The Faire will include woodworkers, robot builders, sculptors, textile craftspeople, machinists, inventors, engineers, performers, and glue-gunners of all ages!

Sponsoring Rochester Mini Maker Faire is a unique opportunity to support our creative community. As a sponsor, you will reach thousands of people in your target market with your message. Thank you for your consideration of the following proposal.

Premier Maker Sponsor - \$10,000+

- Twenty (20) complimentary tickets to event
- Opportunity for you to create specially tailored promotions or give-away for event participants to receive as they enter
- Opportunity for an exhibitor's booth at the event
- Opportunity to prominently display company banner at event (size and content to be approved)
- Opportunity to sell or display materials at a booth at the event (provided there is an activity included)
- Company logo prominently displayed:
 - on promotional materials
 - in all marketing press kit materials
 - in event program
 - on the Rochester Mini Maker Faire's website (w/ link)

Creator Sponsor - \$5,000+

- Fifteen (15) complimentary tickets to event
- Opportunity for you to create specially tailored promotions or give-away for event participants to receive as they enter
- Opportunity for an exhibitor's booth at the event
- Opportunity to sell or display materials at a booth at the event (provided there is an activity included)
- Company logo prominently displayed:
 - on promotional materials
 - in all marketing press kit materials
 - in event program
 - on the Rochester Mini Maker Faire's website (w/ link)



Inventor Sponsor - \$2,500+

- Ten (10) complimentary tickets to event
- Opportunity for an exhibitor's booth at the event
- Company name displayed:
 - on promotional materials
 - in all marketing press kit materials
 - in event program
 - on the Rochester Mini Maker Faire's website (w/ link)

Tinkerer Sponsor - \$1,000+

- Six (6) complimentary tickets to event
- Company logo (w/link) on the Rochester Mini Maker Faire's website

Hobbyist Sponsor - \$500+

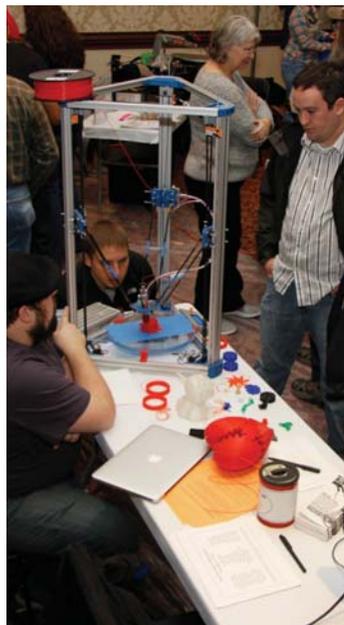
- Four (4) complimentary tickets to event
- Company logo (w/link) on the Rochester Mini Maker Faire's website

In Kind* Sponsorships for Honorable Mention

- Two (2) complimentary tickets to event
 - Company logo (w/link) on the Rochester Mini Maker Faire's website
- *In kind sponsorships would include new items or gift certificates of at least \$200 in total value for event prizes. Please contact us for more information.

Community and Press Partnership

- Fifteen (15) complimentary tickets to event (tickets can be raffled off)
- Opportunity to create specially tailored promotions or give-away for event participants
- Opportunity for an exhibitor's booth at the event
- Opportunity to display materials at a booth at the event (provided there is an activity included)
- Company logo (w/link) on the Rochester Mini Maker Faire's website
- Announcement of sponsorship through Twitter and Facebook



Event Sponsorship Form

Yes, I am interested in sponsoring the Rochester Mini Maker Faire

Name: _____

Contact Person: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Day Time Phone: _____ Cell Phone or Evening Phone: _____

Email: _____

Sponsorship Level

I'd like to support as follows:

Level: _____ Dollar Amount: _____

Enclosed is my check

Please invoice my company using P.O. # _____

Charge my credit card: Visa Master Card AMEX

Card # _____

Expiration Date: _____ / _____

Name on Card: _____

Contact Antonio Scordo, Daniel Schneiderman or Laurie Yager for more information about Rochester Mini Maker Faire setup, guidelines and volunteer opportunities.

Contact Daniel Schneiderman about Rochester Mini Maker Faire sponsorship opportunities.

Antonio Scordo
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Rochester Mini Maker Faire
Committee Co-Chairperson
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lyager60@gmail.com

Dr, Amy Perry-DelCorvo CEO/Executive Director, NYSCATE
New York State Association for Computers and Technologies in Education
585.472.6428
aperry02@rochester.rr.com

Please mail or fax completed form to:

NYSCATE, Attn: Rochester Mini Maker Faire Sponsorship, 8 Airport Park Blvd, Latham NY 12110
Fax: 518.786.3983

For office use only:

Recd on: _____ Recd by: _____