



Maker Faire[®] North Carolina

SPONSORSHIP OPPORTUNITIES 2012



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Hello, my name is Jon Danforth. I'm an avid Maker and Director of **Maker Faire North Carolina**.

Maker Faire:NC is an annual festival that I started with some friends in 2010 to MAKE, create, learn, invent, CRAFT, hack, recycle, build, think, play, and be inspired by celebrating arts, crafts, engineering, food, music, science, and technology...

Our Faire is North Carolina's celebration of everything made and **I need your company to help make it awesome.**

Sponsoring Maker Faire:NC is a unique opportunity to support the community in a positive way. It is an opportunity to reach out in a meaningful way to thousands of people throughout North Carolina and neighboring states who visit this hands-on DIY extravaganza each year.

A LITTLE HISTORY

2010

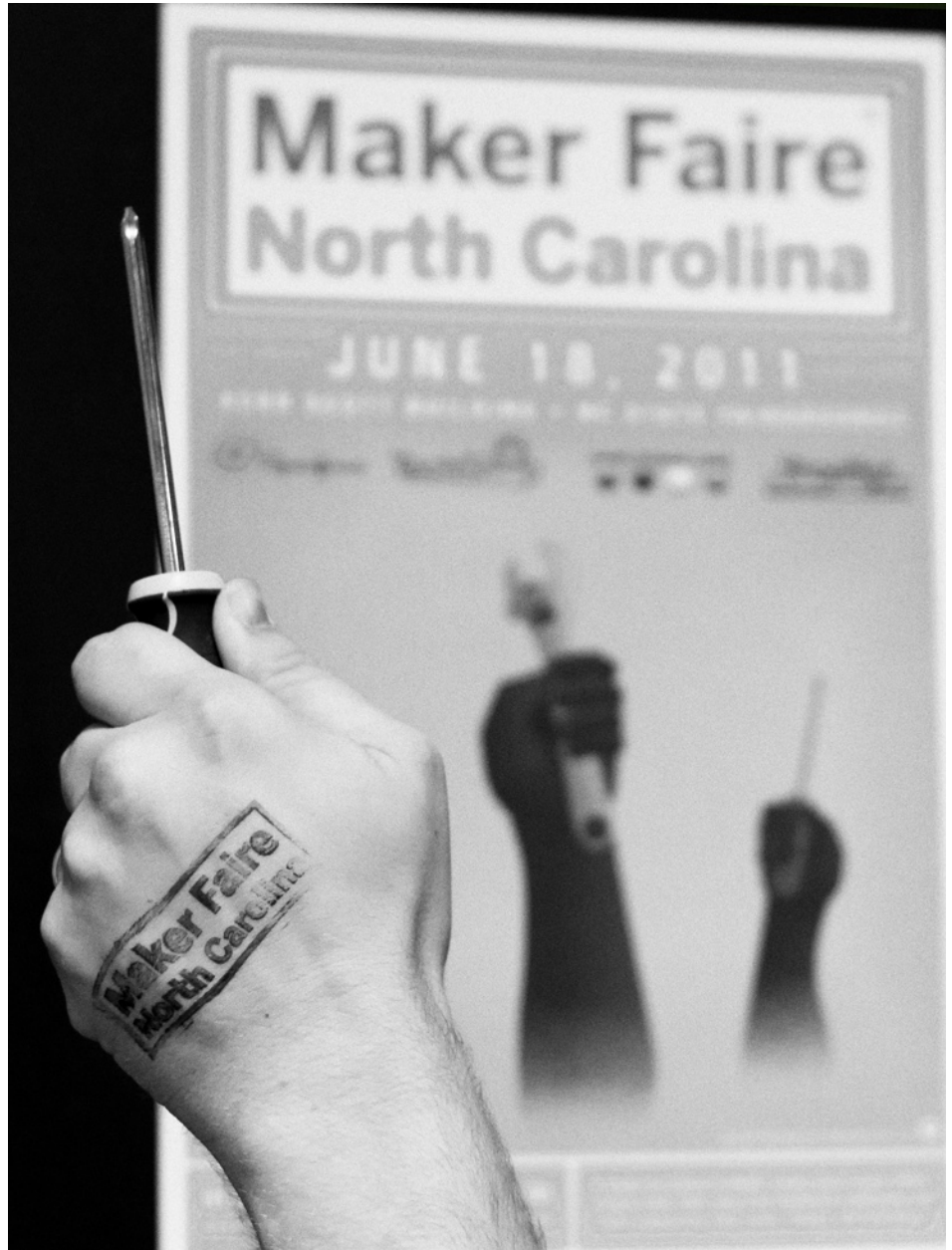
In our first year Maker Faire:NC welcomed over **2000 attendees, 50 Maker exhibits, and 8 musical performances** to an abandoned department store in Durham, NC. We had no idea what to expect and were thrilled with the turnout.

2011

In 2011 we moved to a much larger venue on the NC State Fairgrounds and played proud host to more than **4000 attendees, 87 Maker exhibits, and 8 musical performances.**

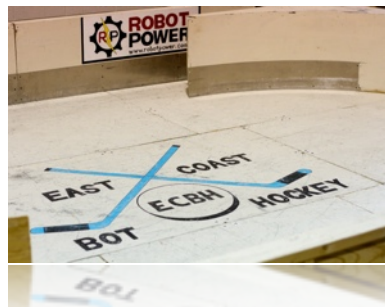
2012

Our third year is set to be the best one yet. On June 16th we aim to increase attendance yet again and treat North Carolina to an even more diverse and eclectic assemblage of Maker exhibits, spectacles, and musical performances.



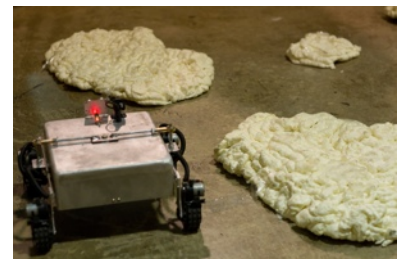
THE CHAOS MACHINE, 2010 & 2011

A crowd favorite, Craig Trader's Chaos Machine amuses all ages. Craig and attendees create a complex path for a marble to follow. Chaos ensues.



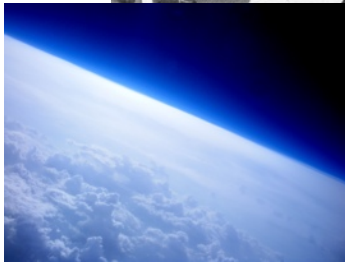
CAROLINA COMBAT ROBOTS, 2011

Carolina Combat Robots and East Coast Bot Hockey will be having an interactive Demo of Bot Hockey and a display of Combat Robots. We have a 24' x 12' hockey arena that we use for Bot Hockey competitions.



ALL TERRAIN ROVER, 2011

Dino Segovis presents a wheeled rover robot that demonstrates the use of four Roomba drive motor assemblies wired into the existing H-bridge circuit on the main board.



NC Near Space Balloon Launch
www.ncnearspace.org

SPONSORSHIP LEVELS

“PRESENTED BY” \$5000

Our top-tier sponsors receive maximum placement at the event and on marketing materials.

- Company logo placed on all pages of the Maker Faire:NC website
- Company logo placed on the Sponsors page of the Maker Faire:NC website
- Company logo placement on promotional apparel, poster, and press release
- Company logo used in print advertising
- Company banner placement in venue
- Company name and/or logo on exhibitor-badge lanyards
- Company will receive a Vendor Booth
- Banner placement at the event
- Ten invitations to the pre-party on Friday evening
- Ten 2012 Event T-Shirts

ULTIMATE MAKER SPONSOR \$2500

- Company logo placed on all pages of MFNC website
- Company logo placed on the Sponsors page of MFNC website
- Company logo placement on promotional apparel, poster, and press release
- Company will receive a Vendor Booth
- Banner placement at the event
- Eight invitations to the pre-party on Friday evening
- Eight 2012 Event T-Shirts

MAKER SPONSOR \$1000

- Company logo placed on home page of MFNC website
- Company logo placed on the sponsors page of MFNC website
- Company will receive a Vendor Booth
- Company logo will be listed on promotional apparel and press release
- Four invitations to the pre-party on Friday evening
- Four 2012 Event T-Shirts

SIDEKICK SPONSOR \$500

- Company name placed on the sponsors page of MFNC website
- Company will receive a Vendor Booth
- Company name will be listed on promotional apparel and press release
- Two invitations to the pre-party on Friday evening
- Two 2012 Event T-Shirts

Promotional Materials Descriptions

- **Maker Faire:NC Website:** Website users seek information about programming and exhibitors, and learn more about the Maker Faire:NC Receives approximately 16,000 page views per month and an average of 2900 unique visitors per month.
- **Press Releases:** Distributed to local and regional media outlets.
- **Banner Visibility:** Prominent display of company banners.
- **Maker Faire:NC Poster:** 8.5x11" color poster designed by Durham artist Seth Patrick, distribution of 250 to merchants and public places in Raleigh, Durham, Chapel Hill, Asheville, Charlotte, and others
- **Maker Faire:NC 2012 Event T-Shirt:** commemorative t-shirt with MFNC logo plus one-color sponsor logos and 2012 artwork on back
- **Advertising:** print and/or electronic advertising targeting North Carolina audiences in local periodicals

Production Deadlines and Specifications:

In order to produce and distribute marketing materials in a timely and effective manner, sponsor information and payment **must** be submitted by **Friday, March 2, 2012** to be included on promotional materials.

Logos for "Presented By", "Ultimate Maker", and "Maker" sponsors should be sent in vector format to the following e-mail address: jon@makerfairenc.com.

The payment deadline is Friday, May 4, 2012. Credit card and online payments may be paid through our Paypal address: makerfaireNC@gmail.com or via check. Please make checks payable to Praxis Ventures, Ltd. and mail to:

Maker Faire:NC c/o
Praxis Ventures, Ltd
5905 Triangle Drive
Raleigh, NC 27617

