



Saturday April 6th, 2019 at UNC Asheville
<https://asheville.makerfaire.com>

Summary

- *The Asheville Mini Maker Faire will be a free event for all attendees and will highlight engaging and interactive projects made by local students, tinkerers, and professionals.*
- *The organizing committee is made up entirely of volunteers from the local community.*
- *UNC Asheville's Engineering Department and Art Department are planning to exhibit.*
- *This is an opportunity for sponsors to get in on the ground floor and help with the inaugural event while gaining exposure for their brand with a generally well-educated and affluent family demographic. Sponsorships available starting from \$300.*
- *We anticipate from 500 to 1,000+ attendees. The event will be held on the UNC Asheville main quadrangle just in front of the Ramsey Library.*

What is the Asheville Mini Maker Faire

You've probably never heard of the Asheville Mini Maker Faire, and there's a good reason for that. 2019 will be the inaugural year for the event, and hopefully the first of many!

Simply put, the Asheville Mini Maker Faire will be an opportunity for attendees to come see (and touch!) some of the amazing projects makers from across the region have been building – from hobbyist makers working in their garage to students (elementary and up) and faculty at local schools and colleges/universities as well as entrepreneurs and professional makers. There will be a heavy emphasis on projects that are interactive and that will engage visitors of all ages with a goal of not just educating but also entertaining and inspiring potential makers young and old.

The Asheville Mini Maker Faire is being organized by an all-volunteer committee of people who are passionate about making and want to see an event like this happen in Asheville. We are committed to making this a free event to attend, so we are relying on the generosity of sponsors in the community to help support the Faire.

The original Maker Faire event was held in San Mateo, CA and in 2018 celebrated its thirteenth annual show with some 1200+ makers and 150,000 people in attendance. World Maker Faire New York, the other flagship event, has grown in seven years to 900+ makers and 90,000 attendees. Forty other larger scale Maker Faires occur in cities around the world—Detroit, Atlanta, Berlin, Paris, Rome, Tokyo, and Shenzhen to name a few—and over 150 community-driven, independently organized Mini Maker Faires are now being produced around the United States and the world.



Building and launching paper rockets at an Asheville Makers event



Asheville Makers at the Mountain Science Expo demonstrating a POV Globe

Who and how many will attend

Since this is the inaugural Asheville Mini Maker Faire, we have to make educated guesses about how many people will attend. For our first Faire, we are expecting from 500 to 1,000+ attendees. At similar Faires, the audience tends to be family oriented, relatively affluent, and more highly educated than average. The Burlington, NC Maker Faire, an established Faire, had over 4,000 people attend in 2018. And, of those who follow Maker Faire on Twitter, 13% have a net worth of over \$1 million.

How will funds be spent

Donations will be used to pay direct expenses of the event, including: venue rental, insurance, marketing, licensing of the Maker Faire brand, and various other expenses. Total expenses are estimated to be just over \$11,000. The event is being organized by an all volunteer committee, so 100% of donations will be used for direct expenses of the event. Asheville Makers Inc., a 501(c)(3) makerspace, is acting as the Fiscal Sponsor for the Asheville Mini Maker Faire. They are not being compensated for acting in this capacity.

Benefits of sponsorship

We know the primary benefit of sponsorship is helping to start a new festival that will make Asheville a better place to live and work. But, at the same time, we want to make sure our sponsors are recognized for their generosity. To this end, we have come up with four different levels of sponsorship.

Master Craftsman Level - \$3,000 and up

- Up to a 20' x 10' display area at the Faire
- Logo on the web-site of the Asheville Mini Maker Faire, first level size and placement
- Logo on a banner at the Faire, indicating the Master Craftsman level
- Logo included in all print marketing materials, indicating the Master Craftsman level
- Logo in follow-up e-mail sent to all registered attendees and makers, indicating the Master Craftsman level

Journeyman Level - \$1,500 to \$2,999

- Up to a 10' x 10' display area at the Faire
- Logo on the web-site of the Asheville Mini Maker Faire, second level size and placement
- Logo on a banner at the Faire, indicating the Journeyman level
- Logo included in all print marketing materials, indicating the Journeyman level
- Logo in follow-up e-mail sent to all registered attendees and makers, indicating the Journeyman level

Apprentice Level - \$750 to \$1,499

- Logo on the web-site of the Asheville Mini Maker Faire, third level size and placement
- Logo on a banner at the Faire, indicating the Apprentice level
- Logo included in all print marketing materials, indicating the Apprentice level
- Logo in follow-up e-mail sent to all registered attendees and makers, indicating the Apprentice level

Tinkerer Level - \$300 to \$749

- Logo on the web-site of the Asheville Mini Maker Faire, fourth level size and placement
- Name included in all print marketing materials, indicating the Tinkerer level
- Name on a banner at the Faire, indicating the Tinkerer level
- Name in follow-up e-mail sent to all registered attendees and makers, indicating the Tinkerer level

Asheville Mini Maker Faire Sponsorship Agreement

Sponsor Name: _____

Amount of Sponsorship: _____

Sponsorship Level: _____

Website url (to link on our website): _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Authorized Signature: _____

Date: _____

The Asheville Makers Inc., a 501(c)(3) corporation, is acting as the Fiscal Sponsor for this event. Please make checks payable to Asheville Makers. Please send your logo as a jpeg to avlmakerfaire@gmail.com.

Please return the completed sponsorship agreement to Steve Altemeier,

E-mail: steve.altemeier@gmail.com

Mail: Asheville Makers – Asheville Mini Maker Faire

207 Coxe Avenue, Studio 14

Asheville, NC 28801

For Internal Use Only

AMMF Signature: _____ Date: _____

Payment Received Date: _____ Logo File Name: _____

Notes: