

Asheville

Maker Faire®

Saturday April 23rd, 2022 at UNC Asheville

<https://asheville.makerfaire.com>

Summary

- *The inaugural Asheville Maker Faire in 2019 was a very successful event with 49 exhibitors and an estimated 1,200 total attendance. We expect to increase attendance significantly in our second year.*
- *The Asheville Maker Faire is a free event for all attendees and highlights engaging and interactive projects made by local students, tinkerers, and professionals.*
- *The organizing committee is made up entirely of volunteers from the local community.*
- *This is an opportunity for sponsors to support a great event in Asheville while gaining exposure for their brand with a generally well-educated and affluent family demographic. Sponsorships are available starting from \$300.*
- *We expect 1,500 to 2,000+ attendees based on the success of the inaugural event in 2019.*

What is the Asheville Maker Faire

The inaugural Asheville Maker Faire was held in 2019 and had a very successful first year with 49 exhibitors and an estimated 1,200 total in attendance. In 2022, we are building on that successful event and moving the event to the Kimmel Arena at UNC Asheville.

You can see a video of some highlights from the 2019 Asheville Maker Faire [here](https://www.youtube.com/watch?v=eXU6EeRQ1A8) (<https://www.youtube.com/watch?v=eXU6EeRQ1A8>).

Simply put, the Asheville Maker Faire is 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 Maker Faire is 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 rely on the generosity of sponsors in the community to help support the Faire.



A home-made Street Creature at the Asheville Maker Faire



Soldering at the Asheville Maker Faire

Who and how many will attend

For the inaugural Asheville Maker Faire in 2019, we estimated total attendance at approximately 1,200 people. This year, we hope to build on that success with attendance in the 1,500 to 2,000+ range. Moving the event to the Kimmel Arena at UNC Asheville will help with a highly recognizable venue that will also allow us to host a great event rain or shine. Attendance at the inaugural event tended to be family oriented with above average levels of affluence and education, although we hope to make significant outreach efforts to attract a more diverse crowd for the 2022 event. Of those who follow Maker Faire on Twitter nationally, 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 roughly \$12,000 versus first year total expenses of \$9,154. 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 Maker Faire. They are not being compensated for acting in this capacity.

If you have any questions about this information or would like to chat with us more, please feel free to contact:

Steve Altemeier

steve.altemeier@gmail.com

704-907-0637

Benefits of sponsorship

We know the primary benefit of sponsorship is helping to support a great festival that makes Asheville a better place to live and visit. 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 12' of table space (two tables) at the Faire
- Logo on the web-site of the Asheville Maker Faire, top 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 6' of table space (one table) at the Faire
- Logo on the web-site of the Asheville 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 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 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

We are, of course, also always happy to talk to you about what other options might work best for your company. Without your support, the Asheville Maker Faire couldn't happen, so we will try to be as responsive to your needs as we can.

Asheville 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, or we can also accept PayPal or credit cards. Please send your logo to avlmakerfaire@gmail.com.

Please return the completed sponsorship agreement to Steve Altemeier,

E-mail: steve.altemeier@gmail.com

Mail: Asheville Makers – Asheville Maker Faire

207 Coxe Avenue, Studio 14

Asheville, NC 28801

For Internal Use Only

AMMF Signature: _____ Date: _____

Payment Received Date: _____ Logo File Name: _____

Notes: