

Sponsorship

**NoVa Mini
Maker Faire®**

**Sunday, March 19, 2017
11AM-5PM**

**South Lakes High School and Langston Hughes Middle School
Reston, VA**



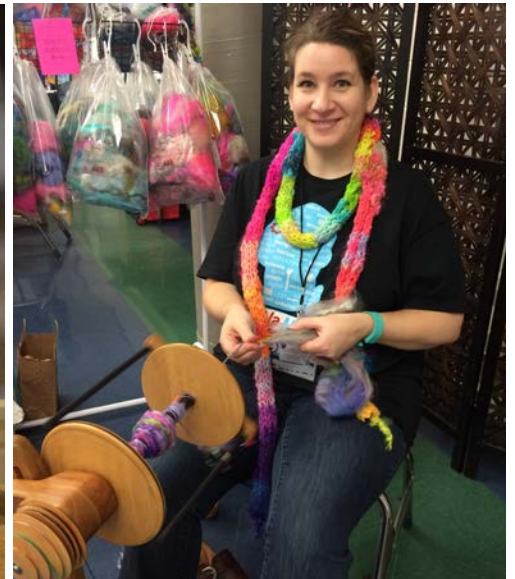
The NoVa Mini Maker Faire is a day of excitement, fun, learning and inspiration for everyone. It showcases the amazing creativity and diversity of Makers from our community.

A Maker Faire inspires, informs, connects, and entertains thousands of attendees that showcases invention, creativity and resourcefulness and celebrates the Maker movement. It's a place where Makers - tech enthusiasts, crafters, homesteaders, scientists, and everyone in between - show what they are making and share what they are learning.

Northern Virginia has long been a hotbed for innovation, creativity, and the entrepreneurial spirit. The NoVa Mini Maker Faire brings together a diverse audience of all ages interested in technology, engineering, science, art, craft, food, music, and sustainability.

Whether your company is local or international, you will reach the right mix of technologists, creatives and enthusiasts. These families, educators, engineers, entrepreneurs and more are looking to learn more about the Maker movement and companies that support it. The Faire attracts the brightest minds of all ages in the Northern Virginia.

For the third year, the Silver Line Wiehle-Reston East Metro station provides easy access for even more DC Metro area attendees to come to the Faire. This year, we're targeting 140 exhibitors and 5,000-6,000 attendees! We'll reach over 150,000 people through outreach efforts on our website, social media and traditional media. We invite you to join us on **Sunday, March 19, 2017** from **11-5** at **South Lakes High School and Langston Hughes Middle School in Reston.**



Maker - A National Movement

The NoVa Mini Maker Faire is independently organized and operated under license from Maker Media, Inc. It is presented in collaboration with MAKE Magazine and over 190 other Maker Faire events in 40 countries.

What is a Maker Faire? Maker Faire is a gathering of fascinating, curious people who enjoy making, experimenting, learning and who love sharing what they can do. From engineers to artists to scientists to crafters, Maker Faire is a venue to for these "Makers" to show hobbies, experiments, projects. We call it the Greatest Show (& Tell) on Earth - a family-friendly showcase of invention, creativity, and resourcefulness. Attendees come to a Faire to glimpse the future and be inspired.

What is a Maker? A Maker creates something new, different or unique to solve a problem and is willing to share what he has learned. A Maker embeds hands-on creativity back into our culture to inspire a new generation of innovators and makers.

For more information on Maker Faires, visit www.makerfaire.com.

ABOUT our FAIRE

Event

- Over 120 Maker exhibitors, speakers and workshops
- Almost 4,000 attendees of all ages
- 78% of attendees rated event as “pretty darn great” or better
- 72% would **definitely** recommend the Faire to friends and family

Attendees

- 91% were college graduates, with nearly 50% holding post-graduate degrees
- 86% attended with family and friends
- 74 % had children under 18 at home
- 87% of attendees were employed, with 11% being self-employed

Media

- More than 9,000 web site visitors to the event website and social media sites
- Our website had nearly 40,000 views
- Press coverage in Comcast, Cox, FCPS Red Apple 21 TV, Reston Magazine, Reston Community Center, Fairfax Connection; and websites, schools, blogs, and more.
- TV appearances on *Let's Talk Live* (WJLA News Channel 8), *Great Day Washington* (WUSA9, CBS), *Good Morning Washington* (WJLA ABC7) and local cable tv shows.
- A full listing of all media mentions can be found on our website

Quotes from our MAKE wall

- “Love this! More, More, More!”
- “Maker Faire is an inspiring event”
- “I extracted DNA from an egg yolk”, Julia, age 11
- “I will make an invention at home”
- “I will make the world a better place”



Some NoVa Mini Maker Faire Neighborhoods



The Faire is presented by Nova Labs, a 501(c)(3) non-profit maker space in Reston, Virginia. Nova Labs' mission is to provide a community workshop where people can learn, teach, and collaborate on creative and technical works, and to promote the usefulness of competence in the technical arts. “All kids — and adults — need more encouragement to follow their curiosity and be innovative problem solvers,” says Brian Jacoby, President of Nova Labs. “The Mini Maker Faire celebrates working with raw materials, engaging kids' minds, and helping them to become critical thinkers.”



Available Sponsorships

Master Maker \$10,000

- Custom exhibit space
- Preferential placement of logo on banner, volunteer shirts, and program
- Inclusion in press release
- Acknowledgement at event workshops
- Logo included in Faire emails

Craftsman \$7,500

- 10' x 20' space
- Faire Neighborhood sponsorship with recognition

Benefits at all levels

- Exhibition space
- Logo included on sponsor banner, volunteer shirts and program
- Event tickets
- Logo and link on Faire web site

Sponsorship Level Summary

Level	Cost	Program listing	Website listing	Space	Event tickets	Logo size on volunteer t-shirt	Logo size on banner	Other benefit
Master Maker	\$ 10,000	x	x	custom	25	xlarge	xlarge	x
Craftsman	\$ 7,500	x	x	10 x 20	20	large	large	x
Journeyman	\$ 5,000	x	x	10 x 10	15	regular	regular	
Apprentice	\$ 2,500	x	x	10 x 10	10	small	small	
Hacker	\$ 1,000	x	x	10 x 10	5			

Community Partners

Community partners are non-profit organizations that provide support to the Faire through their outreach efforts. Please contact us for more information.

- 10' x 10' space
- Logo included on community partner banner, on website and in Faire program.
- 4 event tickets

Custom Sponsorships

We will consider custom or in-kind donation sponsorships. Please contact us to discuss.

Event Sponsorships

Your name and logo will be included in event promotions and will be displayed prominently at the event. Your logo will be listed on the website and on the banner.



Pre-event Reception - \$5,000

Host a reception for the makers and sponsors prior to the event. Allows makers and sponsors to meet each other and make new connections.

PARTICIPATE! Sponsor - \$ varies

We would like to bring several large-scale participatory activities to the Faire which could include activities like: Nerdy Derby, human foosball, robot races, or kinetic sculpture. This sponsorship could either be a named, signature event to maximize exposure or part of a group sponsorship of an activity. We will work with the sponsors on the choice of the activity.

Ticket Sponsorships

Ticket Sponsorships are a great way to both thank employees or customers for their contribution to your organization and invest in your community. The packages make it easy to provide employees or customers and their families an opportunity to attend one of the most exciting, hands-on events in the DC region. In addition, we will deliver a matching number of tickets in your name to low-income students and families through area schools and non-profit organizations.

Ticket Sponsorship Packages

Level	Cost	Company Tickets	Community Tickets	Tax deduction	Media Recognition			
					Website	Social Media	Blog Post	Press release
200 + 200	\$ 5,000	200	200	\$2,500	x	x	x	x
100 + 100	\$ 2,500	100	100	\$1,250	x	x	x	x
50 + 50	\$ 1,250	50	50	\$ 625	x	x	x	x
20 + 20	\$ 500	20	20	\$ 250	x	x	x	x

We offer a 50% discount for start-up companies and non-profit organizations as defined:

- In operation 5 years or less at the time of sponsorship, and
- Business consists of 10 or fewer people, and
- Privately funded or have start-up capital of not more than \$3 million, and
- Pre-profitable and gross sales are under \$1 million, or
- Are a registered 501c3 non-profit organization



2017 NoVa Mini Maker Faire Sponsorship Form

Yes, I am interested in being a 2017 NoVa Mini Maker Faire Sponsor!

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 at the following level:

- | | |
|---|--|
| <input type="checkbox"/> Master Maker (\$10,000) | <input type="checkbox"/> Craftsman (\$7,500) Neighborhood: _____ |
| <input type="checkbox"/> Journeyman (\$5,000) | <input type="checkbox"/> Apprentice (\$2,500) |
| <input type="checkbox"/> Hacker (\$1,000) | <input type="checkbox"/> Community Partner |
| <input type="checkbox"/> Pre-event reception (\$5,000) | <input type="checkbox"/> PARTICIPATE! (amount) _____ |
| <input type="checkbox"/> Ticket Sponsorship – package _____ | |

____ Enclosed is my check ____ Charge my credit card: ____ Visa ____ Master Card ____ AMEX

Card # _____ Expiration Date: _____/_____/_____

Name on Card: _____

NOTICE: Inclement weather policy: If Fairfax County Public Schools (FCPS) is in operation, the Faire will also be in operation, although we reserve the right to modify activities and schedules due to weather. In the unlikely event FCPS closes their facilities, the Faire will be cancelled. Please contact us with any questions about cancellation or inclement weather.

For more information or to discuss sponsorship opportunities:

Jim Sweeney, Sponsorship Committee Chairperson

NoVa Mini Maker Faire

jim@nova-labs.org

202.744.3646

Please mail completed form to:

NoVa Mini Maker Faire, c/o NOVA Labs

1916 Isaac Newton Square W, Reston, VA 20190

Please send logo at high resolution to: contact@makerfairenova.com

For more information, visit us online at

www.MakerFaireNoVa.com

contact:

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jim@nova-labs.org

202.744.3646

