

Monash

Maker
Faire®

SPONSORSHIP PROSPECTUS

SUNDAY, 4 DECEMBER 2022

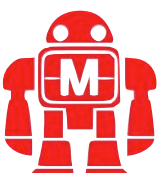
MONASH UNIVERSITY CLAYTON CAMPUS

monash.makerfaire.com



PRINCIPAL SUPPORTER

 MONASH University





ABOUT MAKER FAIRES

Maker Faires are the greatest ‘Show and Tells’ on Earth. Taking place across the globe, they are family-friendly festivals of invention, creativity and resourcefulness — a celebration of the maker movement.

Part science fair, part tech expo, and entirely engaging, Maker Faires encompass technology, education, science, arts, crafts, engineering, food, sustainability, the making of fun, and the growing of new concepts.

Maker Faires help communities discover hidden talent and innovative thinking.

Maker Faire has become part of pop culture, a place for experiential marketing, debuting new technologies and inventions, celebrating artisans, artists and technology interests of all types.



WHY SPONSOR?

Maximise the spirit of curiosity and encourage the love of learning, sharing and making.

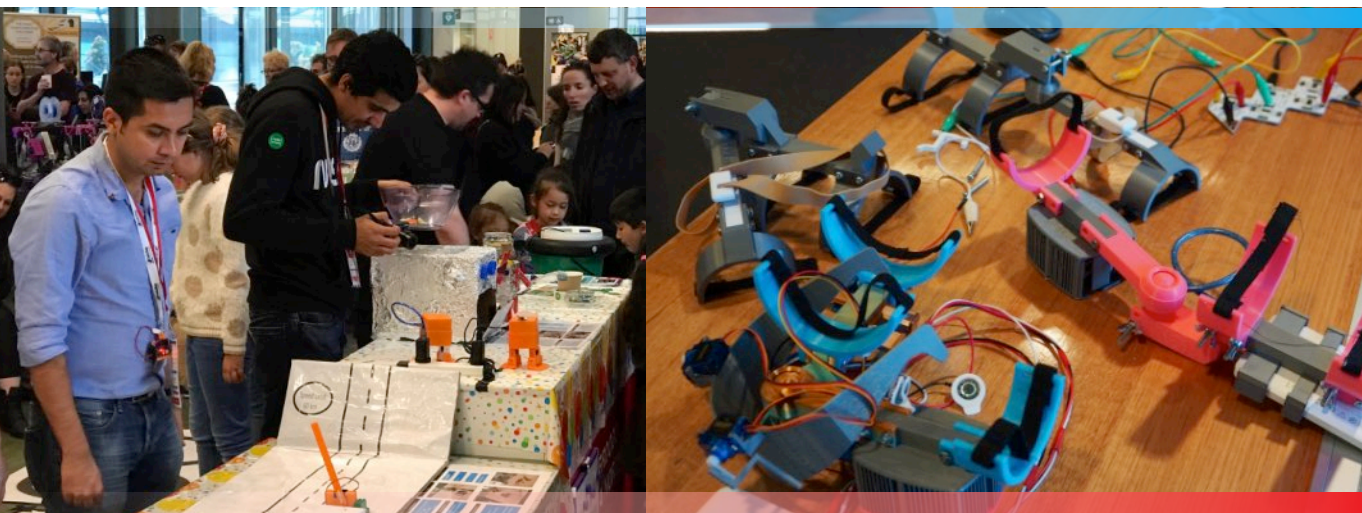
Bring ideas to life, projects out of the labs, sheds, workshops, and off the kitchen tables into the spotlight to showcase our incredible community.

Help develop the workforce your business will need in the future.

Networking opportunities with local Makers and event partners.

Support the growth of innovation in the Monash Precinct.

Position your organisation as a community builder and innovation leader.



MONASH MAKER FAIRE

Made to bring together the whole family,
Maker Faires are inclusive events.

The Monash Maker Faire is created through a partnership between the City of Monash and Monash Tech School — delivered under licence of Maker Faire global.

Monash University is the principal supporter (and host).

- ☑ Leading local industries engaged.
- ☑ Local primary and secondary schools represented.
- ☑ University clubs and start-up community engaged.
- ☑ Local business, community groups and clubs represented.

Demonstrations and hands-on workshops abound with attendees inspired to innovate and create.



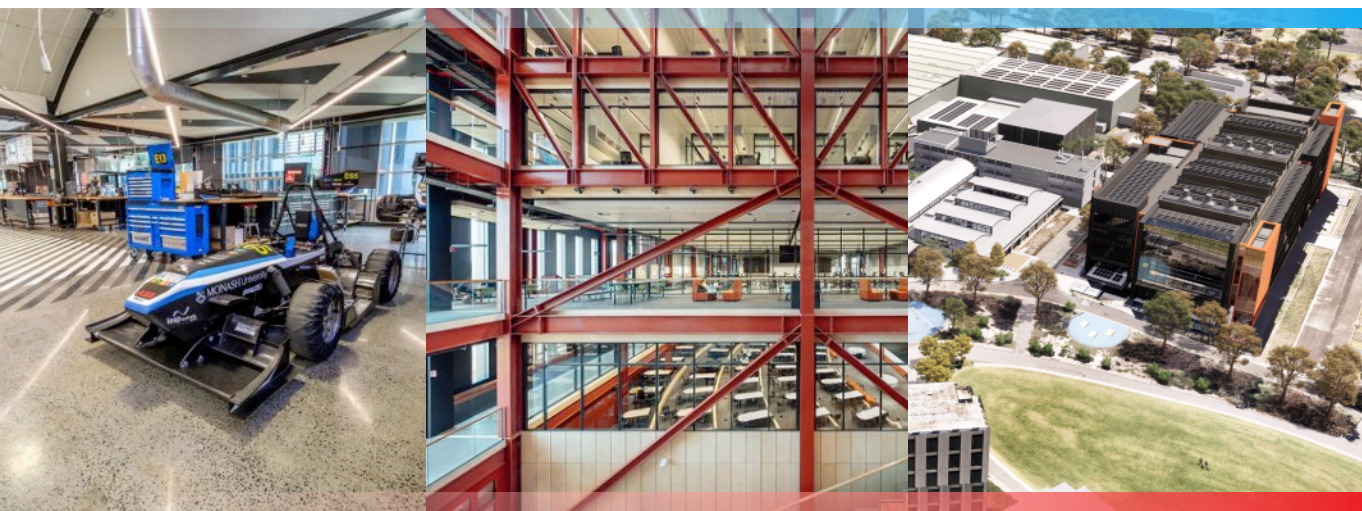
THE VENUES

Monash University's Clayton Campus will be a hive of activity as three key areas are activated.

| | | Maker Types | Makers |
|--|--------------|--------------------|---------------|
| Monash Makerspace | Ground | University Teams | 60 |
| The Generator | Ground | Entrepreneurs | 12 |
| Woodside Building for Technology and Design | Outside | Demonstrations | 20 |
| | Level 1 | Community | 120 |
| | Ground | Industry | 60 |
| | Lower Ground | Schools | 200 |

The 2019 Monash Mini Maker Faired hosted 3,500 attendees.

Monash Maker Faire 2022 aims to attract 7,000 attendees.



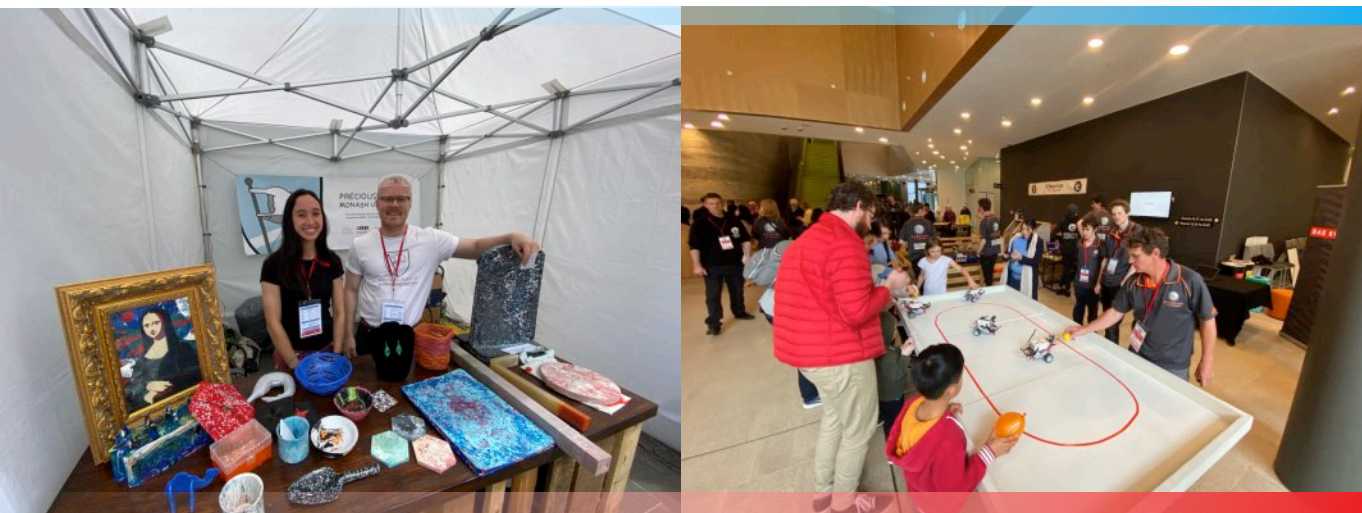
SPONSOR BENEFITS

Market, promote, and increase your organisation's exposure to influencers and the wider Monash community.

As a sponsor of the Monash Maker Faire, your organisation will help cover the shortfall between the current support and the cost to deliver this event.

You can actively participate by encouraging your workforce, their family and friends to come along, join in and admire the ingenuity of our kids, young people and community.

Showcase to your community the innovations and future thinking taking place in your business.



REACH + IMPACT

Media campaign analysis from the 2019 Monash Mini Maker Faire highlights the success of our social media coverage in attracting readership, makers, and attendees.

We help sponsors leverage digital and social media to generate interest and exposure from both Makers and attendees.

| Activities | Assets | Reach and Impact |
|-----------------------------|---|---|
| Meeting the Makers Articles | Matters Journal Stories | 496 website traffic page views 4.11 minutes reading time 10,120 facebook reach 19,658 facebook impressions 35 facebook post reactions 4 facebook post shares 2 facebook post comments 2,251 instagram reach 60 instagram likes 5 instagram bookmarks |
| | Calling All Makers Ads | 29,735 audience reach 54,278 audience impressions 1,305 engagements |
| Social Media Campaign | Ticket Registration Ads and Event Response Ad | 11,426 audience reach 339 engagements |
| | Combined Attendance Ads | 58,603 audience reach 102,763 audience impressions 1,104 event responses |

SPONSOR PACKAGES

| Goldsmith \$10,000 | Silversmith \$5,000 | Coppersmith \$2,000 | Blacksmith \$1,000 |
|-----------------------|------------------------|------------------------|-----------------------|
|-----------------------|------------------------|------------------------|-----------------------|

Pre-Event Benefits

| | | | | |
|--|---|--|-----------------------------|-----------------|
| Logo on Website (sized accordingly) | ✓ Goldsmith | ✓ Silversmith | ✓ Coppersmith | ✓ Blacksmith |
| Print Publicity Material | ✓ | ✓ | | |
| Program Guide and Map for all attendees | ✓ | ✓ | | |
| Social Media Promotion | ✓ 2 x Posts (Insta+FB+ LinkedIn) | ✓ 1 x Post (Insta+FB+ LinkedIn) | ✓ 1 x Post (Insta+FB) | |

Onsite Benefits

| | | | | |
|---------------------------------------|---------------------------------------|---|---|--|
| Booth or Display Size and Position | Large (Prime Position) 12m x 6m | Large (Excellent Exposure) 6m x 3m | Medium (Good Exposure) 3m x 3m | Regular (Good Exposure) 2m x 2m |
| Interactive Activity | ✓ | ✓ | ✓ | ✓ |
| Collateral / Giveaways | ✓ | ✓ | ✓ | ✓ |
| Speaker Opportunity | ✓ | | | |
| Big Screen Logo Display | ✓ Standalone | ✓ Shared (1+1) | ✓ Shared (Cluster) | |

Let us work with you to tailor your sponsorship and display within the above guidelines and parameters.

TARGETED SPONSORSHIPS

Recognising Volunteers

| | |
|---------------------|---------|
| Volunteer T-Shirts | \$2,000 |
| Volunteers Catering | \$1,500 |

Supporting Makers

| | |
|----------------------------|---------|
| Maker T-Shirts | \$2,000 |
| Makers Networking Catering | \$1,500 |

Supporting Attendees

| | |
|----------------------------|---------|
| Attendee Hydration Station | \$2,000 |
| Water Bottles | \$2,000 |

Benefit:

Sponsor logo will be included on (or next to) individual sponsored item and acknowledged.

ATTENDEE FEEDBACK

Monash Mini Maker Faire 2019

Thank-you for this great event, [one of the best sci/tech events I've seen in Melbourne!](#) It was very well planned and done!

[I love the concept and hope the event grows into something special as the years go by.](#)

[Great event. The organisers should be very proud of their efforts. We had a lot of fun.](#)

[It was a fabulous day. My 4 year old loved the battle bots and electronic snakes and ladders, my 8 yr old loved the spheros, coding, making a hammer light up with battery and electrical tape, plus more. My partner and I enjoyed the day, participating in various activities and seeing what was potentially available for our kids future.](#)

[Kids from all schools must be invited to visit this faire ... as it is very innovative and interesting too.](#)

[Thanks, my children are really keen to learn more about engineering.](#)

[My kids have been asking to go back.](#) I had to explain that it is only once a year. We really had a fabulous day. I was disappointed that we missed out on seeing the section that had the virtual reality because it was so busy.

[Please make it happen again](#) and congratulations on monash tech school for having the courage to try a maker faire with such a success.

MONASH MINI MAKER FAIRE 2019

SURVEY RESULTS

| Attendee Demographic | Attendees %s |
|-------------------------------------|--------------|
| Children (0-12 years) | 24.46% |
| Students (13-18 years) | 8.24% |
| Young Adults (19-35 years) | 15.21% |
| Parents / Adults (36-50 years, 50+) | 43.23% |
| Not Stated | 8.86% |

Who did you attend the Maker Faire with?

| Answer Choices | Responses |
|--|-----------|
| My family or friends | 80.71% |
| Myself | 11.40% |
| A class group (organiser or member) | 7.9% |
| Professional colleagues and/or coworkers | 6.14% |
| Other | 5.26% |

How much time did you spend at the Maker Faire?

| Answer Choices | Responses |
|------------------------|-----------|
| 4 to 6 hours | 24.56% |
| 3 to less than 4 hours | 16.67% |
| 2 to less than 3 hours | 38.60% |
| 1 to less than 2 hours | 15.79% |
| Less than 1 hour | 4.39% |

Which of the following areas interested you/your family on the day?

| Answer Choices | Respondents |
|--|-------------|
| Robotics | 76.32% |
| Electronics | 66.67% |
| Science | 60.53% |
| Arduino and microcontrollers | 59.65% |
| 3D Printing | 58.77% |
| Innovation | 52.63% |
| Vehicles | 45.61% |
| Games (Video Games) | 45.61% |
| Sustainability Projects | 39.47% |
| Activities for young makers under 18 years | 36.84% |
| Food / beverage innovation | 27.19% |

How would you rate the Monash Mini Maker Faire?

| Answer Choices | Responses |
|----------------------------------|-----------|
| Best event I've been to all year | 17.54% |
| Pretty great | 71.93% |

INVITATION CONTACTS

More information on sponsoring the Monash Maker Faire can be obtained by contacting:

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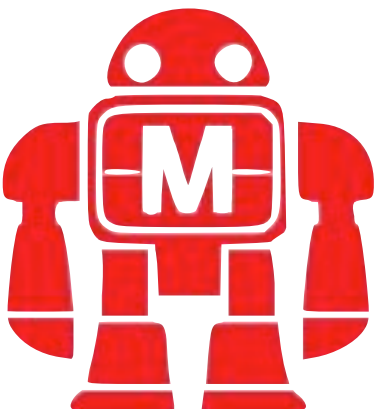
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