

The logo for Maker Faire, featuring the words "Maker Faire" in a bold, red, sans-serif font. A small registered trademark symbol (®) is located at the top right of the word "Faire". The text is enclosed within a thick blue rectangular border.

**Maker Faire<sup>®</sup>**

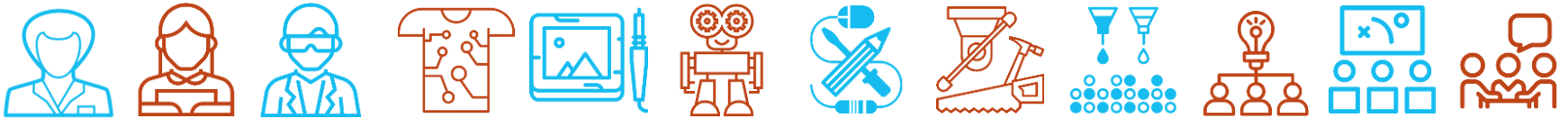
## **About**

Purpose | Impact | Community

# What are Maker Faires?

Celebrate the Local Maker Culture

# Fun ..|.. Engaging ..|.. Exciting



Build a network of makers

Create a showcase of  
creative work

Offer engaging, hands-on  
interaction

Support grassroots innovation  
in the community

Connect with people and projects in the local community

The greatest 'Show and Tells' on Earth.



Taking place across the globe, they are a **family-friendly** festival of **invention, creativity and resourcefulness**.



August 24, 2019

Tulsa



September 30 & 31, 2019

Trondheim



September 6 & 7, 2019

Moscow



September 13-15, 2019

Milwaukee



September 28 & 29, 2019

Atlanta



September 28 & 29, 2019

Eindhoven



September 28 & 29, 2019

Louisville



October 5 & 6, 2019

Barcelona



October 12 & 13, 2019

Zagreb

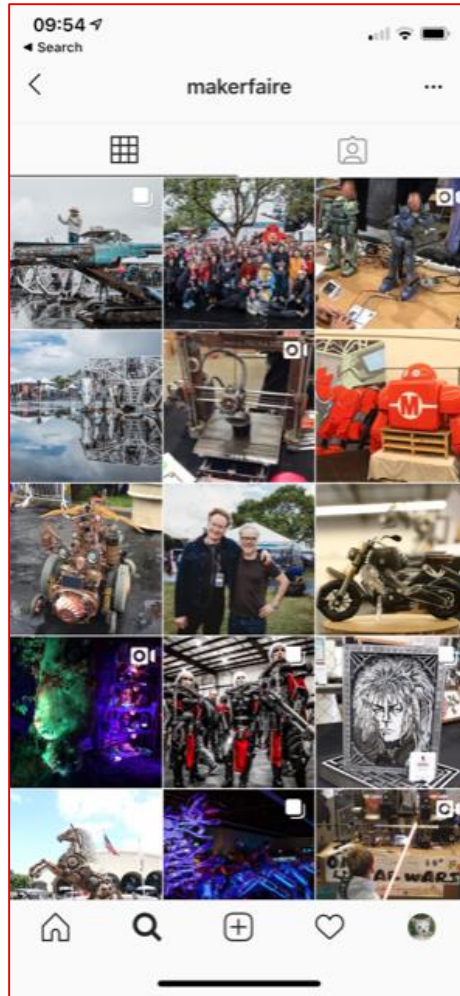
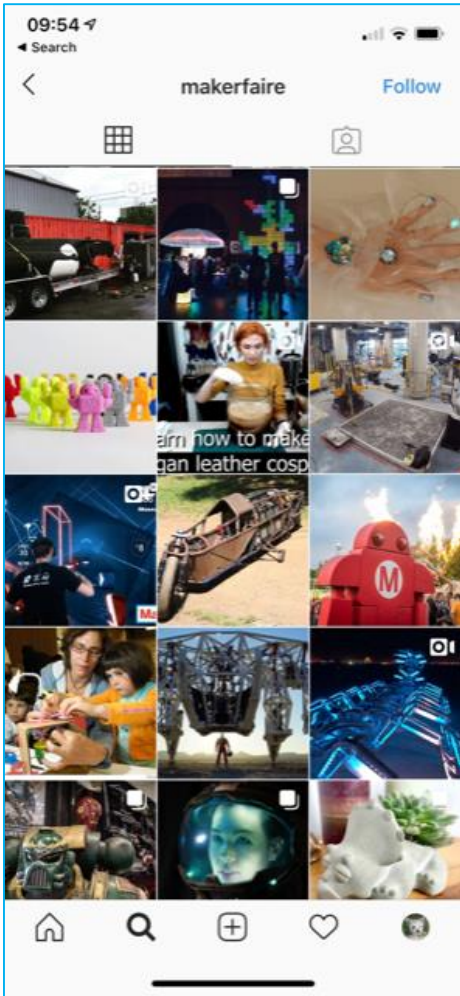


Part science fair,  
part town show,  
and entirely  
engaging,  
Maker Faires  
encompass

technology,  
education,  
science,  
arts,  
crafts,  
engineering,  
food,  
sustainability

and the  
making of fun of  
all kinds.





**Maker Faire** has become part of

pop culture,

a place for

experiential marketing,

debuting new technologies and inventions,

celebrating artisans, crafters and techo's of all types.



## **The Monash Context**

Research Stage: July - November 2018

# Purpose



Conversations with Makers

Show Projects

Talk about Learning

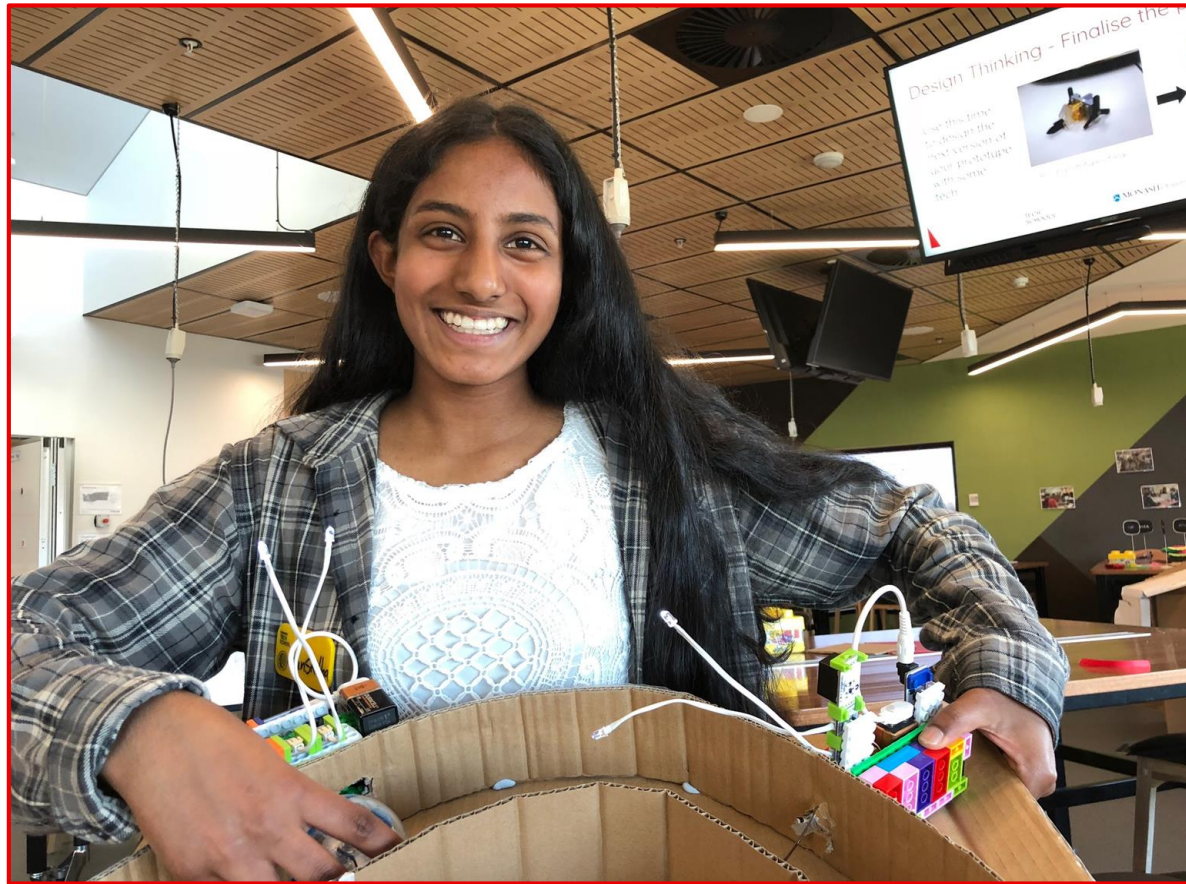
Tech Enthusiasts ..|.. Crafters ..|.. Educators ..|.. Tinkerers ..|.. Hobbyists ..|.. Engineers  
Scientists ..|.. Science Clubs ..|.. Authors ..|.. Artists ..|.. Students ..|.. Entrepreneurs



# Our Drive

To offer a **quality experience** for students, their families and neighbours which **showcases** their community's maker capability.

To help people **connect** with **projects** in their local community.

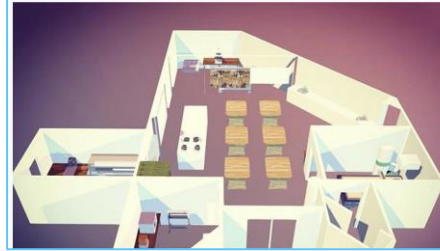


# Learning from Alameda 2018



Announcing our next Maker Meet up on Thursday May 17 at 6pm at the new CoA FabLab! Join us and meet other local makers, learn about the Mini Maker Faire, and see the inside of Alameda's newest maker space! Link in bio to RSVP.

by [alameda\\_minimakerfaire](#) 3 months ago | via Instagram



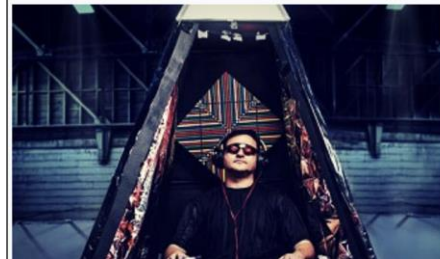
So great to have @cofablab as a partner and maker at the Faire! If you're interested in maker space in Alameda, they should definitely be on your radar. #repost #alamedammf #alamedamade #fablab #diy #makersgonnamake #collegeofalameda ••• At the first #alameda #minimakerfaire, the #cofablab shared two 1:3 scale versions...

by [alameda\\_minimakerfaire](#) 3 weeks ago | via Instagram



Ever wanted to take a trip through inner space-time? Visit the AZoth Pyramid at the Alameda Mini Maker Faire! •• #meditation #wowza #alamedammf #spacetime #alameda

by [alameda\\_minimakerfaire](#) 1 month ago | via Instagram



Research (Pre-Visit)





# Comparison

	Alameda	Monash
<b>Size</b>	60 square kilometers	81 square kilometers
<b>Population</b>	79,928	182,600
<b>Education (Bachelor or Higher)</b>	Not Available	25%
<b>% of State</b>	0.22%	3.08%
<b>Primary Schools</b>	11	27
<b>Secondary Schools</b>	8	17
<b>Post Secondary</b>	College of Alameda, Laney College, Uni of Calif. - Berkeley	Holmesglen, Monash University

# Prior Australian Maker Faires

03:18

gizmodo.com.au

Share Tweet

## Mini Maker Faire Melbourne! Saturday Jan 14

Danny Allen  
Dec 22, 2011, 7:30am



We're big fans of [Make](#) here at Giz, so we're excited by the first Australian Maker Faire at Swinburne University of Technology

**Melbourne Mini Maker Faire  
2012 2016**

03:09

makerfaresydney.com

## Day One of the 2016 Sydney Mini Maker Faire!

Visitors to the 2016 Sydney Mini Maker Faire. Photograph by Daniel Green.

A huge day was had by all in attendance at the Powerhouse Museum, as the first day of the 2016 Sydney Mini Maker Faire rolled in. Excited punters packed the first and second floors of the museum, seeing what this year's batch of makers had on offer.

[Continue reading →](#)

August 14, 2016 [Leave a Reply](#)

Advertisements

**Sydney Mini Maker Faire  
2013 2014 2015 2016**

03:14

Safari

## Adelaide Mini Maker Faire

### Adelaide Mini Maker Faire

by Australian Network for Art and Technology

Sat, Apr 6, 2013 – Sat, Apr 6, 2013  
10:00 – 18:00 ACDT  
[Add to calendar](#)

AC Arts  
Light Square, Adelaide, 5000

Free  
on Eventbrite

**Adelaide Mini Maker Faire  
2013 2014**

**Adelaide Maker Faire  
2015 2016 2017 2020**

03:15

theleadssouthaustralia.com.au

## Biggest Maker Faire in Southern Hemisphere to be held in South Australia on Sunday

**TOURISM**

Australia's only major Maker Faire – the biggest of its kind in the Southern Hemisphere – will be held in Adelaide on the weekend.

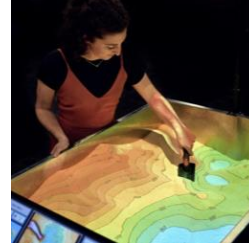
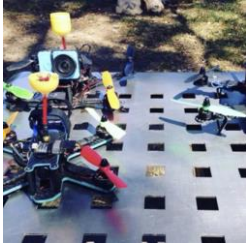
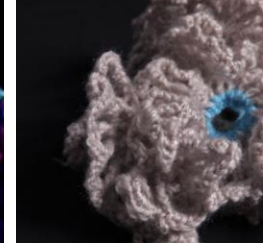
**Andrew Spence**

# What is Mini ?



	Small	Medium	Large
Makers	10-30	35-70	75-150
Venue	1 room	1 building / tent	Multiple buildings
Attendees	300 - 2000	500 - 3000	3000 to 8000
Length of Event	2 to 3 hours	6 to 8 hours	6 to 8 hours
Core Org Team	1	2	3 to 5
Add'l Org Team	3 to 5	5 to 10	30 to 50+
Prod Lead Time	3 months	6 months	12 months
Budget	Under 14K	7K to 35K	28K to 140K
Marketing	Very limited	Some, perhaps	Dedicated
Stage/Performances	no	maybe	yes
Attractions	no	maybe	yes
Workshops/Security	no	maybe	yes
Insurance/Rentals	maybe	probably	yes

# Monash Makers



Community ..|.. Business

Schools ..|.. Educators

TAFE ..|.. University





**Licensee** for the Monash Mini Maker Faire.  
**Organiser** for Sponsorship & Community Makers.

**Organiser** for School and University-based Makers.

**Principal Supporter** and host.

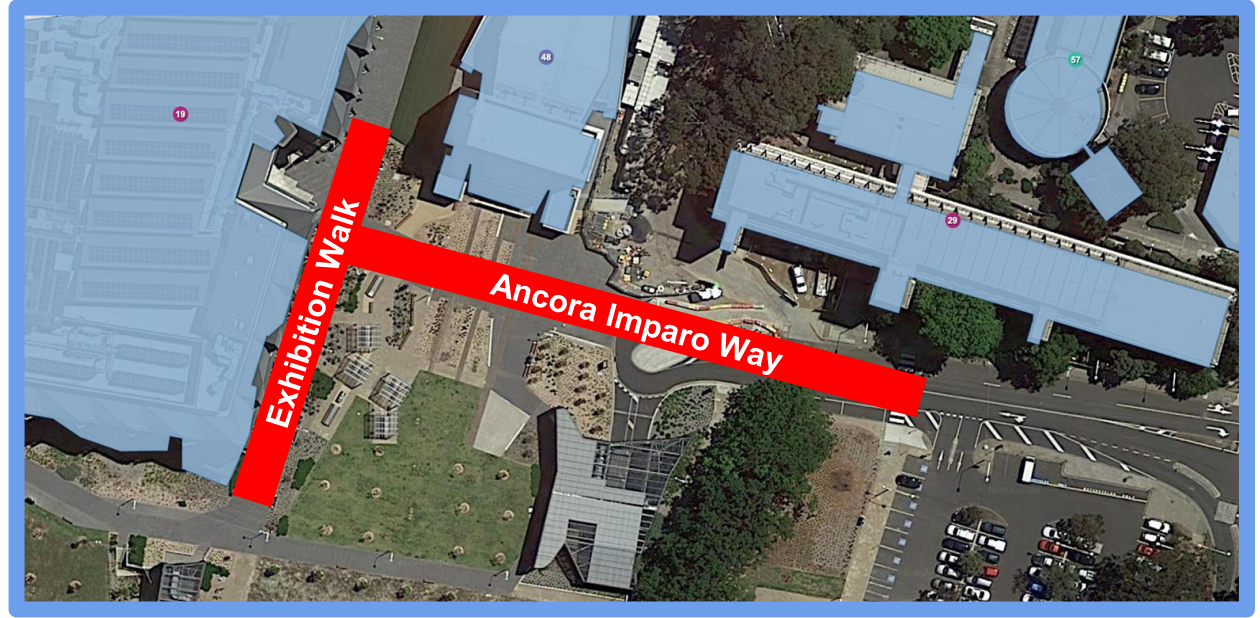
Monash



Monash University Campus

Monash

Mini  
Maker  
Faire®



Buildings 19 & 29 Ancora Imparo Way

Monash



20  
Uni Makers

20  
Community Makers

10  
Sponsors

20  
School Makers

Makers Planning Map

# **Monash Mini Maker Faire<sup>®</sup>**

**Sponsorship Opportunities**

1 December 2019

# Why Sponsor

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

Bring ideas to life by bringing ideas and projects out of the sheds, workshops and off the kitchen tables into the spotlight.

Help create something extraordinary and help build the local maker collective.

Increased brand & product awareness and goodwill.

Position your organisation as a community builder and innovation leader.

# Sponsors from Around the World



IFIXIT



SONY



life.augmented



Le magazine officiel du Raspberry Pi



**BNL**  
GRUPPO BNP PARIBAS

# Goldsmith Sponsor \$15,000\*

## PRE-EVENT BENEFITS:

- Company Logo with embedded link included on Monash Mini Maker Faire Website as Goldsmith Sponsor
- Logo and recognition as Goldsmith sponsor on all Monash Mini Maker Faire print publicity material prior AND on the program guide/map available to all attendees on the day of the event
- Promoted at Maker Meet Up events in the lead up to the Faire

## ONSITE BENEFITS:

- 10' x 20' display booth in position providing excellent exposure
- Opportunity to display banners, marketing products, hand out give-away bags, host an interactive activity (encouraged to bring large display items).

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



# Silversmith Sponsor \$10,000\*

## PRE-EVENT BENEFITS:

- Company Logo with embedded link included on Monash Mini Maker Faire Website as Silversmith Sponsor
- Logo and recognition as Silversmith sponsor on all Monash Mini Maker Faire print publicity material prior to the event
- Promoted at Maker Meet Up events in the lead up to the Faire

## ONSITE BENEFITS:

- 10' x 20' display booth in position providing excellent exposure
- Opportunity to display banners, marketing products, hand out give-away bags, host an interactive activity (encouraged to bring large display items).

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

# Coppersmith Sponsor \$5000\*

## PRE-EVENT BENEFITS:

- Company Logo (with embedded link) included on Monash Mini Maker Faire Website as Coppersmith Sponsor
- Promoted at Maker Meet Up events in the lead up to the Faire

## ONSITE BENEFITS:

- 10' x 10' booth space in position providing good exposure
- Opportunity to display banners, marketing products, hand out give-away bags, host an interactive activity.

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

# Blacksmith Sponsor \$2000\*

## PRE-EVENT BENEFITS:

- Company Name/link included on Monash Mini Maker Faire Website as Blacksmith Sponsor

## ONSITE BENEFITS:

- Display table in position providing good exposure
- Opportunity to display banners, marketing products, hand out give-away bags, host an interactive activity.

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

# Media Sponsor – Exclusive

Provide in-kind media coverage to the approx. value of \$10,000

## PRE-EVENT BENEFITS:

- Company Logo with embedded link included on Monash Mini Maker Faire Website as Media Sponsor

## ONSITE BENEFITS:

- Display table in position providing excellent exposure
- Opportunity to display banners, marketing products, hand out give-away bags
- Introductions to 'makers' both prior to and on the day for the development of articles

# Invitation

Respond detailing:  
Sponsorship level proposed  
Outline of proposed display or activity

To discuss further, contact:  
Paula Brennan  
[Paula.Brennan@monash.vic.gov.au](mailto:Paula.Brennan@monash.vic.gov.au)  
Ph: +61 (3) 9518 3297 / 0412 857 348

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Ph: 0421 613 730

## Monash Mini Maker Faire®

