

5<sup>TH</sup> ANNUAL

# Maker Faire<sup>®</sup> Milwaukee

at Wisconsin State Fair Park

PART **SCIENCE FAIR** & PART **COUNTY FAIR**  
The Greatest Show  
(and Tell) on Earth!

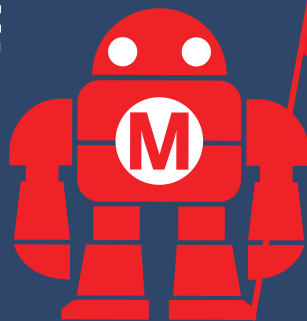
**1** of more than **200**  
**FAIRES** happening **WORLDWIDE**

(AND one of  
the **largest!**)

UNIQUE **SPECTACLES** AND **EVENTS**

Co-hosted by  
**Betty Brinn Museum &  
Milwaukee Makerspace**

In collaboration with  
**Make:**  
makezine.com



**Free**  
ADMISSION

**SEPT. 28-30, 2018**

**Hundreds**  
of makers



**45,000+**  
attendees



**130,000+ ft<sup>2</sup>**  
of exhibit space



# What is **Maker Faire**?

More than a third of Americans identify as being part of the growing global Maker Movement and Maker Faires connect and inform this diverse community. To learn more about the Maker Movement, check out these websites:

## **MAKER CITY**

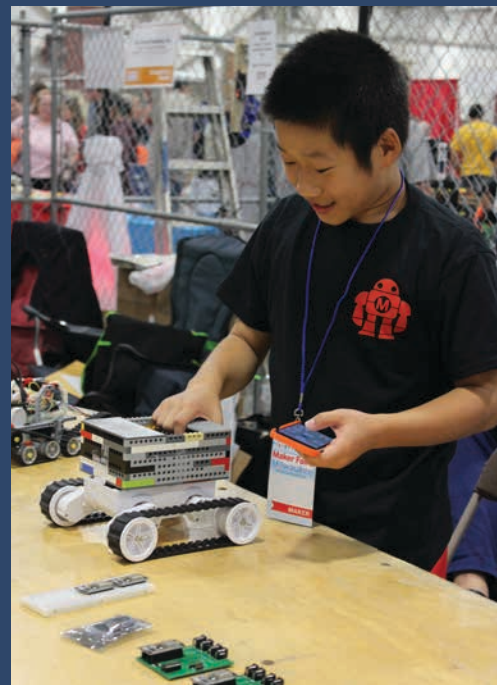
[makercity.com](http://makercity.com)

Maker City is designed to help officials, educators and others understand the Maker Movement and the impact it is having on economic opportunity: community development, education, advanced manufacturing, workforce development and real estate.

## **THE NATIONAL LEAGUE OF CITIES**

[nlc.org/resource/discovering-your-citys-maker-economy](http://nlc.org/resource/discovering-your-citys-maker-economy)

The National League of Cities website features a number of articles about the Maker Movement and economic development.



## WHY SPONSOR **Maker Faire**?

### OUR **ATTENDEES**



- Thousands of people interested in technology, education, science, the arts, sustainability and more
- Millennials, Gen. Xers and Baby Boomers, too
- More than half of our visitors are parents of minors
- Over 70% of Maker Faire visitors are between the ages of 22-49

### OUR **EXHIBITORS**



- Makers who share innovative, creative work across dozens of fields – everything from laser cutting to knitting
- Faculty and student projects from colleges and universities from throughout the Midwest
- FIRST Robotics, Rube Goldberg and other school programs and clubs

### OUR **EVENTS**



- **Field Trip Friday Scholarships** - special opportunities for K-12 students from high-needs neighborhoods to visit the Faire
- **Making in Education Conference** - a day-long program that showcases how making is impacting how students learn and how schools and communities can prepare young people for lifelong success
- **Unique spectacles and demonstrations** - blacksmithing, welding, Power Racing, digital fabrication, pyrotechnics, fashion and more

Visit us online at: [milwaukee.makerfaire.com](http://milwaukee.makerfaire.com)

# SPONSORSHIP BENEFITS

<b>Maker Faire Milwaukee</b>	Premium Sponsor Goldsmith	Premium Sponsor Silversmith	Premium Sponsor Coppersmith	Blacksmith	Event Sponsor
	\$25,000	\$15,000	\$8,000	\$4,000	\$2,500
<b>Sponsor booth</b> to promote your organization	30x30	20x20	10x20	10x10	10x10
Exclusive name and logo recognition in <b>media announcements</b> and <b>paid advertising</b>	X				
Exclusive logo recognition on the <b>event banner</b> and <b>digital advertising</b> at Wisconsin State Fair Park	X				
<b>Development and planning of hands-on activities</b> for sponsor booth presence	X	X			
<b>Naming rights</b> for specific events and program areas (Power Wheels, Field Trip Friday, etc.)	X	X			
Logo recognition on <b>event t-shirts</b>	X	X			
Logo recognition on <b>email blasts</b> to the MFMKE subscriber list, the Museum's subscriber list and correspondence to makers and attendees	X	X			
Logo recognition on event <b>website</b> , <b>print promotions</b> and day-of <b>signage</b>	X	X	X		
Featured <b>blog post</b> on the Maker Faire Milwaukee website	X	X	X		
Mentions on the Maker Faire Milwaukee <b>website</b> and <b>social media</b> , including Facebook, Twitter and Instagram	X	X	X	X	
<b>Experiential marketing opportunities</b> , including exposure through the speakers/workshop schedule and demonstrations	X	X	X	X	
Complimentary Betty Brinn Children's Museum <b>family admission passes</b>	30	20	10	5	
Complimentary <b>passes</b> for any 2019 adults-only MakeShift event at Brinn Labs	12	8	6	4	
Additional <b>Maker Mixer tickets</b> for employees or guests	20	12	8	4	
Maker Faire Milwaukee <b>VIP benefits</b> (Maker Mixer tickets, sponsor badges and complimentary parking passes)	12	8	6	4	2
<b>Volunteer opportunities</b> for employees	X	X	X	X	X

Please contact us at: [sponsors@makerfairemilwaukee.com](mailto:sponsors@makerfairemilwaukee.com)



# WHAT DO PEOPLE THINK ABOUT MAKER FAIRE?



The entire event was fun and fascinating for the whole family. We LOVED it!

.....  
**Doing the Faire is always a blast, and good for our business.** This event is unique – different from any other event I do.  
.....

Of all the events I do, the attendees at this one are the most interested and engaged. It was **exactly** the audience we wanted to reach.

I really enjoyed just walking around and seeing all of the cool technology. **I learned a lot.**



I love the enthusiasm that I feel from the other makers, and I love seeing the range of projects that are featured. I also loved inspiring visitors to be makers.



## Betty Brinn Museum and Brinn Labs



Brinn Labs is part of the Betty Brinn Museum's growing *Maker Initiatives* and is headquarters for Maker Faire Milwaukee and year-round classes, programs, events and other activities that have expanded the Museum's hands-on learning mission to the entire community.

Our *Maker Initiatives* highlight the impact of making on how students learn, how schools teach (especially the critical STEAM subjects) and how communities prepare children and young people to live, work and learn in our rapidly changing global society. Along with its dramatic influence on education, making is also addressing the skills gap in workforce training, job creation and economic opportunity – key issues for all of us. The Museum has become a national leader in the Maker Movement and Brinn Labs will be home to this evolving aspect of our mission and outreach.

433 East Stewart Street, Milwaukee, WI 53207  
brinnlabs.org

## Milwaukee Makerspace



The Milwaukee Makerspace is a place for people who like to build, invent, tinker and/or learn new skills and expand their minds. Our membership-based community of makers have access 24/7 to a physical space, a wide array of equipment and technologies, and member-led training and shared learning in an environment that fosters the creative process and personal growth.

2555 South Lenox Street, Milwaukee, WI 53207  
milwaueemakerspace.org

[milwaukee.makerfaire.com](http://milwaukee.makerfaire.com)

