

# Maker Faire® Milwaukee

Presented by **betty brinn**  
CHILDREN'S  
**museum**

# September 13-15, 2019 at Wisconsin Center

# FREE Admission! SATURDAY & SUNDAY

## UNIQUE SPONSORSHIP OPPORTUNITIES

We are hosting our 6th annual Maker Faire in downtown Milwaukee this year! The Faire is THE place to connect with students and families, young talent and skilled makers who are interested in high-tech businesses, arts and design groups, higher education and start-ups.

### EDUCATION AND WORKFORCE DEVELOPMENT OPPORTUNITIES



#### FIELD TRIP FRIDAY

Field Trip Friday hosts more than 900 students, many from high-needs neighborhoods, offering them a chance to meet and work with exhibitors before the event opens to the public.



#### CAREER & COLLEGE EXCHANGE

Opportunities for students and other attendees to talk with educators and employers about emerging fields, training programs and in-demand skills.



#### EDUCATORS MAKERSPACE

Teachers, administrators, parents and others interested in learning about making in K-12 education are invited to explore best practices, resources, demonstrations and talks hosted throughout the weekend.

### 2019 SPECIAL EVENTS & SPECTACLES



#### POWER RACING SERIES

Attracting entries from around the country, Milwaukee's Power Racing event is part of a national schedule of weekend races that feature kids' electric ride-on vehicles that have been modified by teams for \$500 or less.

### SIGNATURE MAKER FAIRE ACTIVITIES & WORKSHOPS



#### SWAP-O-RAMA

A do-it-yourself workshop area with sewing equipment, other tools and supplies for sewing demonstrations and creative reuse of clothing and other materials.



#### DESIGN & BUILD DERBY

The Design & Build Derby is a miniature car building and racing challenge. Participants can race their car on a series of ramps and adjust their design to increase their car's performance.



#### DARK ROOM

A Maker Faire fan favorite, with Tesla Coils, media installations, electronics, and lots of things that glow in the dark, the Dark Room is a destination for visitors of all ages and one of the most visible aspects of the Faire.



#### HAPPY HOUR

To celebrate our 6th annual event, we will host a "Happy Hour" preview from 4 pm to 7 pm on Friday, September 13 for downtown employers and other new neighbors.

**The Betty Brinn Children’s Museum presents Maker Faire Milwaukee to introduce the entire community to the global Maker Movement, a driving force in the development of technology and tools that are shaping how we will live, work and learn in the future.**

Please contact us with questions about supporting this incredible community event at: [sponsors@makerfairemilwaukee.com](mailto:sponsors@makerfairemilwaukee.com)

| <b>SPONSORSHIP BENEFITS</b>   | <b>Goldsmith<br/>\$25,000</b> | <b>Silversmith<br/>\$15,000</b> | <b>Activity<br/>Sponsor<br/>\$10,000</b> | <b>Coppersmith<br/>\$8,000</b> | <b>Blacksmith<br/>\$5,000</b> | <b>Happy<br/>Hour<br/>\$4,500</b> | <b>Locksmith<br/>\$2,500</b> |
|---|-------------------------------|---------------------------------|--|--------------------------------|-------------------------------|-----------------------------------|------------------------------|
| <b>Pre-Event and Other Benefits</b>                                       |                               |                                 |  |                                |                               |                                   |                              |
| Logo on Maker Faire Milwaukee website                                     | X                             | X                               | X  | X                              | X                             | Name Only                         | Name Only                    |
| Logo recognition on Betty Brinn Children’s Museum website                 | X                             |                                 |  |                                |                               |                                   |                              |
| Logo recognition on Brinn Labs website                                    | X                             | X                               | X  |                                |                               |                                   |                              |
| Maker Faire Milwaukee Ecommunications                                     | X                             | X                               | X  |                                |                               |                                   |                              |
| Name recognition in media announcements                                   | X                             | X                               | X  |                                |                               |                                   |                              |
| Social media exposure   | X                             | X                               | X  | X                              | X                             | X                                 | X                            |
| Logo placement on Maker Faire Milwaukee print promotions                  | X                             | X                               | X  |                                |                               |                                   |                              |
| Logo recognition on signage at Betty Brinn Children’s Museum & Brinn Labs | X                             | X                               | X  |                                |                               |                                   |                              |
| Betty Brinn Children’s Museum Gala Tickets (November 16)                  | 2                             | 2                               | 2  | 2                              |                               |                                   |                              |
| Betty Brinn Children’s Museum guest passes (individual)                   | 100                           | 50                              | 40                                       | 20                             | 10                            | 10                                |                              |
| Betty Brinn Children’s Children’s Museum memberships (Level A)            | 6                             | 5                               | 4  | 4                              | 2                             | 2                                 |                              |
| Logo on Happy Hour Invitation   | X                             | X                               | X  |                                | Premier                       | X                                 |                              |
| Digital signage recognition at Wisconsin Center (September 1-15)          | X                             | X                               |  |                                |                               |                                   |                              |
| <b>On-Site Benefits</b>   |                               |                                 |  |                                |                               |                                   |                              |
| Logo recognition on event program   | X                             | X                               | X  | Name Only                      | Name Only                     | Name Only                         | Name Only                    |
| Logo recognition on digital signage at Wisconsin Center                   | X                             | X                               | X  |                                |                               |                                   |                              |
| Logo recognition on on-site signage                                       | X                             | X                               | X  |                                |                               |                                   |                              |
| Volunteer opportunities for employees                                     | X                             | X                               | X  | X                              | X                             | X                                 | X                            |
| Sponsor Booth Size and Placement  | 30x30<br>Premier              | 20x20<br>Premier                | 10x10 plus<br>activity area              | 20x20                          | 10x10 plus<br>activity area   | 10x20                             | 10x10                        |
| VIP Lounge passes   | 15                            | 15                              | 10                                       | 10                             | 10                            | 5                                 | 2                            |
| Happy Hour tickets  | 15                            | 15                              | 10                                       | 10                             | 10                            | 5                                 | 2                            |
| Maker Faire Milwaukee workshop passes                                     | 15                            | 15                              | 10                                       | 10                             | 6                             |                                   |                              |

**The Betty Brinn Children’s Museum will be pleased to develop customized recognition and benefits for Presenting Sponsors.**

**Special opportunities are also available for start-ups, non-profits, small businesses and other eligible organizations.**

