



Vancouver Mini Maker Faire®

2017

SPONSORSHIP OPPORTUNITIES

JUNE 10th & 11th at the PNE Forum

A two-day celebration of ideas and innovation, showcasing the talent and creativity of Vancouver Maker culture.

Tinker
Design
Hack
Craft
Engineer
Build
Reuse
Play
Think
MAKE.

VANCOUVER MINI MAKER FAIRE

The Vancouver Mini Maker Faire brings together local Makers, performers, workshop leaders, and speakers from across a wide range of disciplines for two days of exhibiting projects, building community, and sharing knowledge and inspiration.

Maker culture stems from the DIY movement and is based on the principle that ordinary people, given access to knowledge, skills, tools and technology, can and will create extraordinary things.

A Maker is any person or group who invents, designs, and/or builds objects or information systems with the goal of learning, teaching, inspiring or improving the state of the world.



BENEFITS OF SPONSORSHIP

The Vancouver Mini Maker Faire is a great way to strengthen your brand and engage thousands of individuals who are inspired by local creativity and innovation. Sponsors have the opportunity to connect with our energized on site and active social networking audiences, and bring these individuals back to their businesses. A range of opportunities are available, including named sponsorship of some of the most visited features of the Faire, and we are happy to tailor something specific to meet your needs.

"Our Team has a blast showcasing our invention at [VMMF]. There's always a constant crowd passing our booth and they came with a huge curiosity and a myriad of background knowledge. Thank you and we hope to be there again next year!"

**- Stephanie Wiriahardja,
Point Locus**



WHO ATTENDS

2016 saw more than 5000 attendees come out to experience VMMF's unique mash-up of ingenuity and innovation. People excited by hands-on, creative experiences: artists, engineers, crafters, urban farmers, educators, and more! Trend-setters and opinion leaders of all types. Folks who love to do things! Our focus is to encourage individuals, families, and young people to imagine, explore, build, tinker, and invent something unique through arts, crafts, sciences and technology.

Be part of the **Magic!**

2 Days
45,000 Sq.ft Event Space
5000+ Attendees
200+ Makers Exhibiting
400+ Families
500+ Students
3,000+ Twitter Followers
3,500+ Facebook Page Likes

MEDIA COVERAGE

Vancouver Mini Maker Faire has received glowing coverage every year of the fair, both locally and globally, partly due to its great PR team and partly its host of fascinating displays and demonstrations. Last year it received multi-page coverage in The Province and Vancouver Sun. VMMF was also featured in the Georgia Straight, Boing Boing, MAKE Magazine (print and video) and a wide variety of blogs both local and international. Video and audio coverage by Shaw, CBC, Breakfast Television, News1130 and CityTV.

“[VMMF] was an amazing experience. It was humbling and inspiring to see so many talented, yet approachable people, and their mazing projects. My mind was buzzing with ideas for weeks afterwards.”

- Derek Anderson, Maker

“A welcoming, exciting exhibition that managed to entertain and inspire myself, my husband and our 3 year old. No mean feat!”

- Catriona, VMMF attendee



SPONSORSHIP BENEFIT LEVELS

This signature event is an ideal networking opportunity with a substantial, creative audience who appreciate your commitment to our community.

	Sponsorship Cost	Event Space & Tickets	Web & Email Marketing	Print & Materials Marketing
Terabyte Sponsor	\$10,000	<ul style="list-style-type: none"> • Up to 20' x 10' booth space (200 sq.ft) • Unlimited weekend passes for your employees and clients • Zone/Activity Branding (ie ACME Workshop Zone. We like to connect companies that have shared interests with Makers.) 	<ul style="list-style-type: none"> • Large logo/ link on homepage & sponsor page of website • Social media post(s) - Twitter, Facebook, Instagram • Blog post about your involvement • Special thank you blurb in our newsletter 	<ul style="list-style-type: none"> • Large logo on event program, and sponsor banner at event • Branding on event program, t-shirts, and zone signage • Opportunity to insert promotional materials/ samples into Maker packages
Gigabyte Sponsor	\$5,000	<ul style="list-style-type: none"> • Up to 15' x 10' booth space (150 sq.ft) • Up to 200 weekend passes for your employees and clients • Zone/Activity Branding (ie ACME Workshop Zone. We like to connect companies that have shared interests with Makers.) 	<ul style="list-style-type: none"> • Large logo/ link on homepage & sponsor page of website • Social media post(s) - Twitter, Facebook, Instagram • Blog post about your involvement 	<ul style="list-style-type: none"> • Large logo on event program, show poster, and sponsor banner at event • Branding on event program, t-shirts, and zone signage • Opportunity to insert promotional materials/ samples into Maker packages
Megabyte Sponsor	\$2,000	<ul style="list-style-type: none"> • Up to 10' x 10' booth space (100 sq.ft) • Up to 100 weekend passes for your employees and clients 	<ul style="list-style-type: none"> • Medium logo/ link on homepage & sponsor page of website • Social media post(s) - Twitter, Facebook, Instagram 	<ul style="list-style-type: none"> • Medium logo on event program, t-shirts & sponsor banner at event • Opportunity to insert promo. material/ samples into Maker packages
Kilobyte Sponsor	\$1,000	<ul style="list-style-type: none"> • Up to 10' x 10' booth space (100 sq.ft) • Up to 50 weekend passes for your employees and clients 	<ul style="list-style-type: none"> • Small logo/ link on homepage & sponsor page of website • Social media post(s) - Twitter, Facebook, Instagram 	<ul style="list-style-type: none"> • Small logo on event program, t-shirts & sponsor banner at event • Opportunity to insert promo. material/ samples into Maker packages
Byte Sponsor	In-kind donations of any amount below \$1000	<ul style="list-style-type: none"> • 10 weekend passes for your employees and clients 	<ul style="list-style-type: none"> • Small logo logo/ link on homepage & sponsor page of website • Social media post(s) - Twitter, Facebook, Instagram 	<ul style="list-style-type: none"> • Small logo on event program, t-shirts & sponsor banner at event • Opportunity to insert promo. material/ samples into Maker packages

NEW FOR 2017! ACTIVITY SPONSORSHIP

NEW FOR 2017! Activity sponsorship is a new facet of our traditional Zone Sponsorship, and is available at the Gigabyte and Terabyte level. Hands-on activity stations are part of what makes VMMF a spectacular experience for show-goers, and we're now offering the opportunity for sponsors to integrate themselves into a VMMF activity. Activity sponsors will see the activity area branded with their name and logo, and their booth will be adjoining the activity zone to allow them to take advantage of the buzz created by the hands-on activity.



VMMF activity booths planned for 2017 include Seed Bomb Making, Air Rocket Launching, Paint Party, and more. We'd be pleased to tailor an activity related to your business. VMMF provides volunteers to help run the activity stations; activity sponsors provide tools and materials in addition to their sponsorship.

SPONSORSHIP

The support of our sponsors enables us to make each show bigger and better than the last one, and helps us bring new and exciting learning, making, and sharing opportunities to attendees. We're grateful for all the support we receive, and we're always happy to tailor a sponsorship package to meet the needs of our sponsors.

If you have any questions, please don't hesitate to contact sponsorship@makerfaire.ca.

THANK YOU FOR YOUR SUPPORT!