

April 29th, 2017

Gateway School
126 Eucalyptus Ave
Santa Cruz, CA

Santa Cruz Mini Maker Faire®

What do

crafters, tech enthusiasts, **educators,**
tinkerers, hobbyists, science clubs,
authors, designers, **engineers,**
artists, students, **performers,**
farmers, **woodworkers,** mathematicians,
entrepreneurs, and **chefs**

have in common?

On April 29th,
they will all be
making, building,
and celebrating!



What is the Mini Maker Faire?

The **Second Annual Santa Cruz Mini Maker Faire** is a family friendly event that celebrates the creativity of individuals and businesses in the Santa Cruz community. Mini Maker Faire allows creators to showcase thier work to the community, while the public comes to enjoy interactive experiences, connect with like-minded people, and be inspired. Maker Faire supports passionate innovation, collaboration, and hands-on doing as a way of experiencing the world.

Originally launched by the editors of Make: magazine in 2006 in San Mateo, California, Maker Faire in 2015 will celebrate over 150 Faires in over 30 countries, reaching over 1.1 million attendees. The tenth annual Maker Faire Bay Area welcomed some 1,100 makers and 140,000 attendees. World Maker Faire New York, the other flagship event, has grown in four years to 600+ makers and 75,000 attendees. Cities such as Detroit, Kansas City, Atlanta, Rome, Paris, and Tokyo host larger-scale “featured” Maker Faires. The community-driven, independently organized Mini Maker Faires inspire and ignite creative communities all around the globe. Check out www.makerfaire.com for more!

Why We Do This

Santa Cruz has a vibrant maker’s scene. The Santa Cruz Mini Maker Faire will help makers network with other makers, provide opportunities for individuals and companies to showcase their innovative nature and new products, and inspire and educate our community about the amazing makers who live and work here.



Event Sponsorship Opportunities

By sponsoring the Second Annual Santa Cruz Mini Maker Faire, you link your company to the innovation and creativity of making, connect business, product or publication to makers and innovators, and test your new ideas directly with consumers.

Cash sponsorships are available at a range of levels to match the way your small or local business wants to get involved.

	Innovator	Creator	Dreamer	Maker	Tinkerer	Hobbyist
Cost	\$5,000	\$2,500	\$1,000	\$750	\$500	\$250
Top level logo listing prominently displayed in all materials	*					
Dedicated info booth at event	*					
Opportunity for event giveaways	*	*				
Emcee mention	*	*				
Thank you in email to online registrants	*	*				
2nd level logo listing prominently displayed in all materials		*				
Collateral material at shared table		*	*	*		
Mention in press releases	*	*	*	*	*	
Logo on posters, program, other collateral	*	*	*	*	*	*
Linked logo on SCMMF website	*	*	*	*	*	*
# of free tickets	10	8	6	4	4	4



Non-Cash Sponsorship Opportunities

Non-cash sponsorships of different types and sizes are available.

- Select a **media sponsorship** by agreeing to promote, advertise, and/or publicize the event and be part of spreading maker culture to the larger community. Benefits are designed for each outlet dependent on the value of the contribution.
- **In-kind sponsorships** are available if you've got something excellent to trade or contribute to the Faire. We're looking for signage, printing, food, and event rentals, and are open to other ideas. Make an offer!
- A **community sponsorship** may be a good fit if your organization can contribute to the Mini Maker Faire in another way. We're looking for organizations that can spread the word to attendees, rally event volunteers, help us reach interesting makers, connect with in-kind and cash sponsors, and generally make the Faire an awesome experience. The Santa Cruz Mini Maker Faire is for our community, after all.

We look forward to partnering with you!

For more information, please contact:

sponsors@makerfaresantacruz.com

www.makerfaresantacruz.com

Twitter: @scmakerfaire

Facebook: Santa Cruz Mini Maker Faire

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Media and Community Sponsorship Agreement Form

Get exposure with over 1,500 makers, crafters, innovators, and DIY enthusiasts, and witness the convergence of technology, art, science, and innovation in an exchange of ideas and hands-on experiences at the 2017 Second Annual Santa Cruz Mini Maker Faire. We are excited to offer you the opportunity to partner with us as an event sponsor. Please return this form to express your interest and commitment to participate.

Partner Information:

Business/Company _____

Contact Name _____

Address _____

Best Phone # _____ Email _____

Website _____

Cash Sponsor:

We agree to make a cash contribution at the following level in exchange for the sponsorship benefits outlined.

\$5,000 \$2,500 \$1,000 \$750 \$500 \$250

I would like exhibit space for a hands-on activity that links to what we do/sell.

Exhibit details: _____

Non-Cash Sponsor:

Media In-Kind Community

We are interested in providing the following goods or services in exchange for sponsorship: _____

Sponsorship value: _____

Thank you to our inaugural 2016 Sponsors



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a community service of CSU Monterey Bay

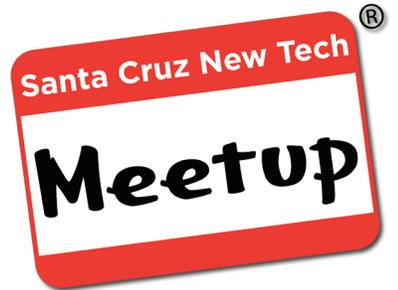


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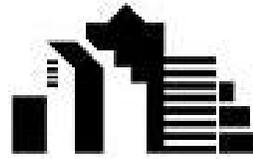
SantaCruzParent  com



The SANTA CRUZ
Experience



WAVE CREST
DEVELOPMENT INC.



TECH BEAT



UNIVERSITY OF CALIFORNIA
SANTA CRUZ

Make:
makezine.com



2017 sponsors will have great exposure to the Santa Cruz community!