



# **Maker Faire<sup>®</sup>** **Rochester**

## **SPONSORSHIP OPPORTUNITIES**

**Student STEAM Fest**

**Friday November 16, 2018 9:00 AM to 2:30 PM**

**Maker Faire Rochester**

**Saturday November 17, 2018 9:00 AM to 5:00 PM**

**Rochester Riverside Convention Center**

### **About Maker Faire Rochester**

Maker Faire is the Greatest Show (and Tell) on Earth—a family-friendly showcase of invention, creativity, and resourcefulness, and a celebration of the Maker movement. It's a place where people share what they are making and learning.

Makers range from tech enthusiasts to crafters, educators, tinkerers, hobbyists, engineers, artists, science clubs, students, authors, and commercial exhibitors. They are of all ages and backgrounds. Maker Faire's mission is to entertain, inform, connect and inspire these thousands of Makers and aspiring Makers.

2018 marks the fifth anniversary of the Maker Faire Rochester. The faire is organized and supported by NYSCATE (The New York State Association for Computers and Technologies in Education), an organization of over 20,000 dedicated technology using educators and administrators. NYSCATE is committed to transforming teaching and learning, in order to provide our children with an education that prepares them to live satisfying and productive lives. This goal is exemplified by the Maker Movement, and it is NYSCATE's hope to bring this love of learning, imagination, and creativity to the larger community.



- **Maker Faire has been described as “the 21st century state fair for DIY-ers.”**
- **Maker Faire launched in the Bay Area in 2006 and demonstrated the popularity of making and interest among legions of aspiring makers to participate in hands-on activities and learn new skills at the event.**
- **An annual festival that features innovation and experimentation across the spectrum of science, engineering, art, performance, and craft.**
- **The maker movement has become one of the driving forces in the development of consumer-oriented technologies.**
- **Visit [www.makerfaire.com](http://www.makerfaire.com)**



## Maker Faire Rochester History

- **Over 3,500 visitors came to the Rochester Riverside Convention Center for the event in 2017.**
- **Over 10,000 people have visited Maker Faire Rochester during the past 4 events.**
- **130+ Makers showcased and shared their crafts in 2017.**
- **For more Information please visit: [rochester.makerfaire.com](http://rochester.makerfaire.com)**



We are proud to be one of over 200 community-driven Maker Faires around the world. Come see STEAM in action as Maker Faire participants include anyone who embraces the DIY or do-it-together spirit. Individuals, hobby clubs, school groups, nonprofits, and entrepreneurs will be represented. The Faire will include woodworkers, robot builders, sculptors, textile craftspeople, machinists, inventors, engineers, performers, and glue-gunners of all ages!

Sponsoring Maker Faire Rochester and our Student STEAM Fest is a unique opportunity to support our creative community and will help us bring Maker Education and STEAM to school students from across Western New York. As a sponsor, you will reach thousands of people, along with hundreds of students, in your target market with your message. Thank you for your consideration of the following proposals.

# Maker Faire® Rochester

AND



Present:



For 3rd to  
8th Grade

Friday November 16, 2018

9 AM to 2:30 PM

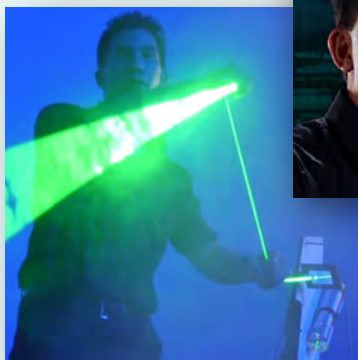
Rochester Riverside Convention Center

Join us for Maker Faire Rochester's Inaugural Student STEAM Fest. It's a special sneak peak of Maker Faire Rochester just for school groups filled with hands-on activities, engaging demonstrations, wonder, and excitement centered around S.T.E.A.M and every aspect of the Maker Movement.

## Strands Aligned to the Standards

- ROBOTICS AND DRONES
- THINK, DESIGN, CREATE
- SUSTAINABILITY
- THE ARTS
- HANDS ON SCIENCE
- CULINARY
- CODING AND THINGS THAT GO BLINK
- DIY

For strand descriptions & NGSS alignment please go to:  
[nyscate.org/studentsteamfest](http://nyscate.org/studentsteamfest)



## Keynote Speaker

Jason Latimer

"Curator of Impossible Science World champion magician Jason Latimer is the curator of the iconic Fleet Science Center in San Diego, CA.

Latimer uses wonder as an academic tool in Science, Technology, Engineering and Mathematics. By combining magic and science, Jason's live shows, labs, festivals, digital series, and TV appearances are inspiring others to be curious and see beyond their answers."

<http://www.jasonlatimer.com/>

## Maker Faire Learning Objectives

- Meet, interact, and converse with individual Makers, who are sharing their unique passions
- Become exposed to the wide breadth of art, science, engineering, history, and interdisciplinary subject areas that all involve making
- Engage in hands-on workshops and activities, resulting in a project to take home
- Collaborate on a large community project and share experiences with other attendees
- Become exposed to, and feel welcomed and supported in, the Maker community
- Be inspired with at least one new idea to try at home or in school





# Sponsor a Class for STEAM Fest - \$250

Help us to inspire future makers by providing tickets for students and teachers in low income schools within the Rochester, Western New York and Finger Lakes Areas.

Each donation of \$250 will allow us to provide a class of 25 students, their teacher, and 2 chaperones admission to the Student STEAM Fest free of charge.

- Opportunity for distribution of promotional items to students as they enter the event
- Free tickets for Maker Faire Rochester (Saturday Community Event) based upon total donated
- Company logo prominently displayed and link to website based upon total donated
- Two (2) free tickets to Maker and VIP reception on Friday, November 16th



## Sponsored Areas and Activities

Sponsorships in this category are one of a kind sponsorships with exclusive area naming rights, unless otherwise noted. Sponsors will also have the benefits per dollar amount as noted in the Maker Faire Rochester sponsorship section.

- \$6,000 - Student Lunch Sponsor: Help feed 1,000 hungry 3rd to 8th grade students.
- \$2,000 - Marshmallow Launcher Sponsor: Always a favorite at Maker Faires worldwide. This project is a make and take activity using PVC pipe to make Marshmallow launchers.
- \$700 - Hamster Wheel Snow Cone Machine Sponsor: This will provide a fun opportunity for students. They will create their own snow cone by running on a giant human hamster wheel that provides power for a robotic snow cone making machine.
- \$500 and up - Name Your Activity Sponsor: Sponsor your own activity or booth with your own make and take project for students. We can help with volunteers to run your activity or booth. Valued at or more depending upon cost of supplies. Great Opportunity!
- \$250 and up - General Supply Sponsor: Help us provide hands on experiences to students by helping to purchase materials and supplies. (Not exclusive. No naming rights)
- Other Areas in Need of Sponsorship: Learn to Solder, Nerdy Derby, Arts in Action, LED Throwies, Paper Circuits, and Student Learning Resources. Please contact us for more information.

# Maker Faire Rochester Sponsorship Opportunities



## Creator Sponsor - \$5,000+

- Fifteen (15) complimentary tickets to Maker Faire and Friday night reception
- Opportunity for you to create specially tailored promotions or giveaways for event participants to receive as they enter
- Opportunity for an exhibitor's booth at the event
- Opportunity to sell or display materials at a booth at the event (provided there is an activity included)
- Company logo prominently displayed:
  - on promotional materials
  - in all marketing press kit materials
  - in event program
  - on Maker Faire Rochester's website (w/ link)



## Inventor Sponsor - \$2,500+

- Ten (10) complimentary tickets to Maker Faire and Friday night reception
- Opportunity for an exhibitor's booth at the event
- Company name displayed:
  - on promotional materials
  - in all marketing press kit materials
  - in event program
  - on the Maker Faire Rochester's website (w/ link)

## Tinkerer Sponsor - \$1,000+

- Eight (8) complimentary tickets to Maker Faire and Friday night reception
- Company logo (w/link) on the Maker Faire Rochester's website

## Hobbyist Sponsor - \$500+

- Six (6) complimentary tickets to Maker Faire and Friday night reception
- Company logo (w/link) on the Maker Faire Rochester's website

## In Kind\* & Custom Sponsorships

- Sponsorship complimentary items are based on value as indicated above
- Please contact us with your ideas for a custom sponsorship, we would love to work with you

\*In Kind & Custom sponsorships would include items or contributions of at least \$200 in total value. Please contact us for more information at [rochesterfaireinfo@gmail.com](mailto:rochesterfaireinfo@gmail.com).

## Enthusiast Sponsor Ticket - \$100

- 4 tickets to Maker Faire and Friday night reception
- Company Name listed on the Maker Faire Rochester's website

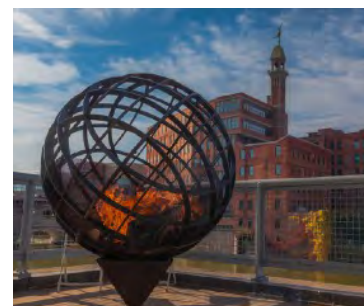
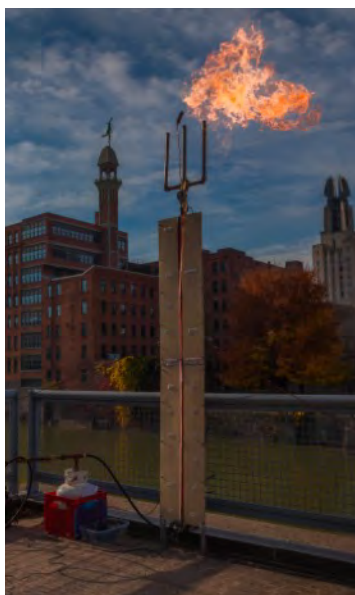
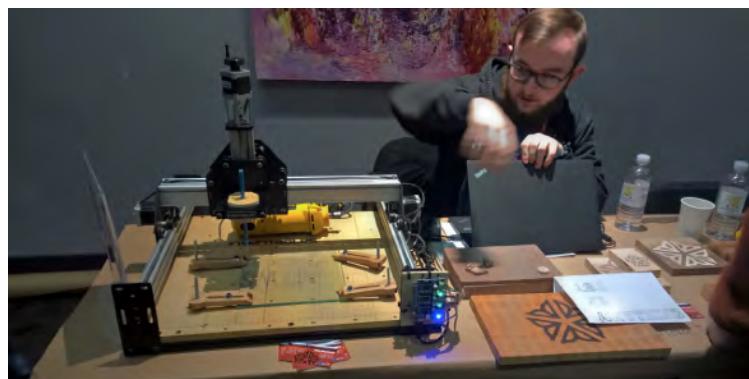


# Community and Press Partnership

- Fifteen (15) complimentary tickets to event (tickets can be raffled off)
- Four (4) tickets to Friday night reception
- Opportunity to create specially tailored promotions or giveaways for event participants
- Opportunity for an exhibitor's booth at the event
- Opportunity to display materials at a booth at the event (provided an activity is included)
- Company logo (w/link) on the Maker Faire Rochester's website
- Announcement of sponsorship through Twitter and Facebook

## Find Us Online!

- Web: [rochester.makerfaire.com](http://rochester.makerfaire.com)
- Facebook: [www.facebook.com/makerfairerochester](http://www.facebook.com/makerfairerochester)
- Twitter and Instagram: @makerfaireroc



## Event Sponsorship Form

**Yes, I am interested in sponsoring Maker Faire Rochester**

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Time Phone: \_\_\_\_\_ Cell Phone or Evening Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sponsorship Level

I'd like to support the Maker Faire Rochester (MFR) and/or Student STEAM Fest (SSF) as follows:

Event: (Please Circle) MFR and/or SSF Level: \_\_\_\_\_ Dollar Amount: \_\_\_\_\_

\_\_\_ Enclosed is my check

\_\_\_ Please invoice my company using P.O. # \_\_\_\_\_

\_\_\_ Charge my credit card: \_\_\_ Visa \_\_\_ Master Card \_\_\_ AMEX

Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Name on Card: \_\_\_\_\_

Contact our co-chairs, Antonio Scordo, Daniel Schneiderman, Laurie Yager, or Pat Rapp for more information about Maker Faire Rochester setup, guidelines and volunteer opportunities.

Contact Daniel Schneiderman about sponsorships and media partnerships opportunities.  
Contact Antonio for In Kind or Custom Sponsorships.

Antonio Scordo  
716.523.9914  
[rochesterfaireinfo@gmail.com](mailto:rochesterfaireinfo@gmail.com)

Daniel Schneiderman  
585.478.6898  
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Laurie Yager  
315.709.2224  
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Pat Rapp  
585.943.1897  
[patrapp@gmail.com](mailto:patrapp@gmail.com)

Dr. Amy Perry-DelCorvo CEO/Executive Director, NYSCATE  
New York State Association for Computers and Technologies in Education  
585.472.6428  
[aperry02@rochester.rr.com](mailto:aperry02@rochester.rr.com)

**Please mail or fax completed form to:**

NYSCATE, Attn: Maker Faire Rochester Sponsorship, 8 Airport Park Blvd, Latham NY 12110  
Fax: 518.786.3983

For office use only:

Recd on: \_\_\_\_\_ Recd by: \_\_\_\_\_