



DERBY MUSEUMS

A WHOLE HISTORY OF FORWARD THINKING



## Derby Mini Maker Faire Sponsorship

### What is a Mini Maker Faire?

A Mini Maker Faire is a Show (and Tell) festival—a family-friendly showcase of invention, creativity and resourcefulness, and a celebration of the Maker movement. It's a place where people show what they are making, and share what they are learning, with the aim of entertaining, informing, connecting and inspiring Makers.

The Maker Faire concept is licensed by Maker Media in California and has become part of pop-culture, a place for experiential marketing, debuting new technologies and inventions. Maker Media produces two annual flagship Maker Faires in the USA, partners with museums to produce featured Maker Faires and works with communities to license Mini Maker Faires around the world.

Now in its fourth year, Derby Mini Maker Faire, held annually at The Silk Mill, is getting bigger and better every year. Derby's third Maker Faire brought together everything from hi-tech electronics to the traditional crafts with 2500 visitors engaging with 130 makers and their projects. We also welcomed businesses including Rolls Royce, Kitronik, Phenoptix, Small Machines, Green Door Printmaking Studio and Ultimaker.



### Why is this event so special?

Derby has a unique story of making, creating and innovating – symbolised by the Silk Mill, site of the world's first factory, and the collections and stories it contains – so we have the perfect setting for a Maker Faire! As part of the international network of Maker Faires – we want to progress from a 'Mini' Maker Faire to a multi-site Maker Faire over the next 5 years – resulting in a nationally significant event that truly represents Derby as a 21<sup>st</sup> city of making.

The Maker Faire is Derby Museums' flagship annual event and, as such, is a key part of our ambition to inspire our visitors, young and old, to see themselves as makers of the future... Maker Faire is designed to help inspire a new generation of engineers, designers and makers, whose knowledge, skills and experience will help Derby thrive in the modern economy.

### Audience profile

Last year's event attracted 2500 visitors. They came from a whole spectrum of ages, and most were in family groups. Over 120 makers exhibited at the event (50% of whom had not participated in a Maker Faire before) with some of them being local and others who travelled from around the UK.



### Opportunities for you

This year's Faire will extend out onto Cathedral Green with increased opening hours. There will also be artists performing during the day with a light show in the evening. This will allow us to engage with even more Makers and becoming a sponsor of Derby Mini Maker Faire is a great way for your business to benefit by:

- Get exposure to hundreds of businesses & makers
- Help support this fantastic community event & inspire young makers!
- Have your name associated with this exciting and innovative event
- Help support your corporate social responsibility

The Mini-Maker Faire will be held at The Silk Mill on Saturday 24 October 2015, with the Makers Party being held on the evening of 23<sup>rd</sup> October. More information can be found at [www.makerfairederby.com](http://www.makerfairederby.com)

There are several levels of sponsorship with a range of benefits that will help promote your business. If you would like to sponsor the Maker Faire, or support in any other way, please contact [mohammed@derbymuseums.org](mailto:mohammed@derbymuseums.org) or call 01332 641919.

## Sponsorship Options **Commercial Seller – Single Stall Fee: £100 + VAT**

### **Package 1: £250 + VAT**

- Company Logo on poster
- Company Logo and Link on Sponsor Page of website
- Mention in Press Release
- 1 table of Exhibition Space or promotional materials distributed at the event
- Thank you on Twitter and Facebook Accounts
- Invite for you and a guest to our Maker Faire Party

### **Package 2: £500 + VAT**

- Company Logo on poster and flyers
- Company Logo and Link on Sponsor Page of website
- Mention in Press Release
- 2 tables of exhibition space at the event
- Thank you on Twitter and Facebook Accounts
- Five invites to our Maker Faire Party
- Your company's name on the wall at The Museum and Art Gallery as part the Buy a Bird Scheme <http://www.derbymuseums.org/buyabird/#.VUoVldJDs59>

### **Package 3: £1000 + VAT**

- Company Logo on posters and flyers,
- Company Logo and Link on Sponsor Page, Ticket Registration and Homepage of website
- Company Logo on Maker Faire outgoing email signature.
- Mention in Press Release
- Thank you on Twitter and Facebook Account
- 2 tables of exhibition space at the event
- Third party email thank you to all Makers to be sent on your behalf
- Ten invites to our Maker Faire Party
- Ten complimentary Maker Faire VIP Limited Edition Packs
- Half day complimentary use of Derby Museums venue hire space by March 2016.
- Behind the scenes tour of the Silk Mill for ten people
- Your company's name on the wall at The Museum and Art Gallery as part the Buy a Bird Scheme <http://www.derbymuseums.org/buyabird/#.VUoVldJDs59>

