

# Calgary

# Maker Faire®

# 2023

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## Sponsorship Package 2023

May 13 – 14, 2023



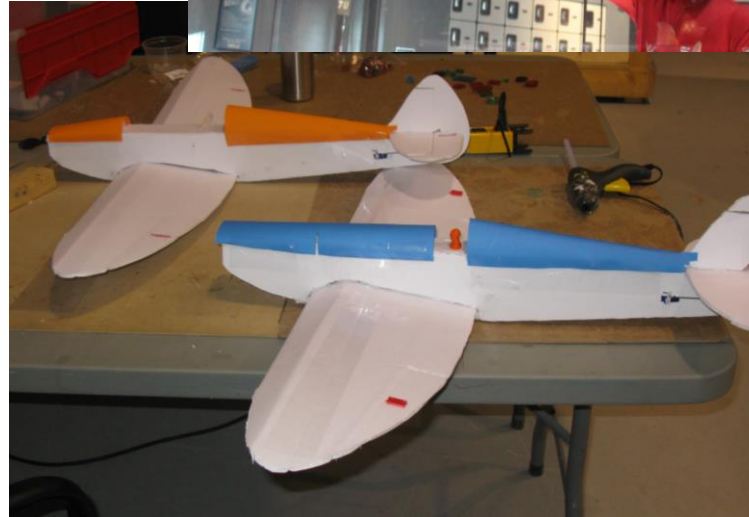
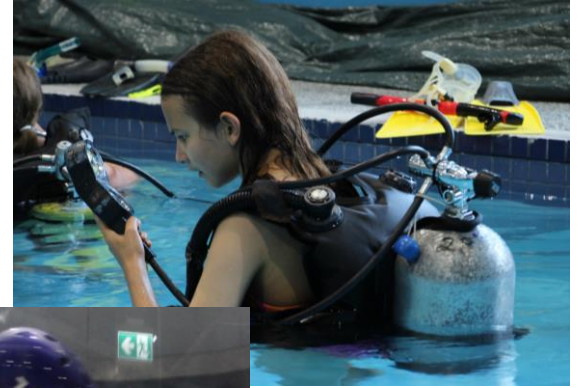
# Calgary Maker Faire Brought To You By:



Providing STEM education for youth:

Junior Engineers  
Aerospace Academy  
Robotics  
Coding  
School Programs

[Roots2STEM.ca](http://Roots2STEM.ca)







# The Event

Calgary

**Maker Faire®**

2023

[calgary.makerfaire.com](http://calgary.makerfaire.com)

## About Calgary Maker Faire

Calgary Maker Faire is a gathering of fascinating and curious people who enjoy learning and love sharing what they can build. Calgary Maker Faire is a venue for "makers" to show hobbies, experiments, and projects. We call it the Greatest Show (& Tell) on Earth - a family-friendly showcase of invention, creativity, and resourcefulness.

# ABOUT CALGARY MAKER FAIRE 2023

Calgary Maker Faire is a festival-style event with amazing exhibits, speakers, demonstrations, activities, and interesting people.

Where	BMO Centre, Hall F (Stampede Grounds)
What	We call it the Greatest Show (& Tell) on Earth - a family-friendly showcase of invention, creativity, and resourcefulness.
Why	Calgary Maker Faire is hosted by Roots 2 STEM to promote STEM education and the Maker community. Roots 2 STEM is a non-profit supporting the Calgary youth community with STEM education programs.
When	Saturday May 13 <sup>th</sup> : 10:00 am to 5:00 pm Sunday May 14 <sup>th</sup> : 10:00 am to 5:00 pm



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## About Calgary Maker Faire

Makers come together to show off their projects and unique skill sets. Join us and prepare to be amazed with what they can come up with next.

Enjoy fighting robots, join in some challenging activities, and see some cool exhibits in this family friendly environment.

If you love giving back, cool droids, and spending time with your family, this is the event for you.

Tickets are available at the door or online.

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# Why Sponsor Our Event?

- Community Goodwill
- High Marketing Visibility
- Brand Exposure
- Targeted Marketing
- Consumer Perception
- Efficient Lead Generation
- Sales Goals
- Content Strategy
- Audience Insights
- Business Relationships



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# MARKETING OPPORTUNITIES

Sponsoring is a way to showcase your local initiatives with an established and respected international organization – Maker Faire!

As a sponsor you will not only engage with new customers through our 2-day event but also take advantage of our social outreach, digital print, TV and Radio initiatives with a strong emphasis on both traditional and social media engagement leading up to the event.

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## Marketing Strategy

Rotary Ribfest is active in both TV & Radio Advertising (via Bell media). In addition, our Website is also used for cross-promotion through online event guides & linked to sponsor's websites.

## Exposure

- Engagement with 5,000+ visitors
- Onsite Signage
- Billboard advertising options
- Road exposure to over 88,000 cars per day (over 2 weeks)

## Social Media

Our active social media campaign includes event engagement with photos, videos, ads, customer interactions & messaging on:

- Facebook (@CalgaryMakerFaire)
- Twitter (@makerfaireyyyc)
- Instagram (@calgarymakerfaire)
- Website (Calgary.MakerFaire.com)





## FRESH SOCIAL MEDIA **CONTENT** AND **ENGAGEMENT**

Tons of shareable content to choose from! Re-posting, sharing, and retweeting the content of our sponsors and partner organizations is an easy way to provide social media benefits; such as an increase in the level of online engagement, the number of followers, and overall brand exposure. All in all, providing you with an opportunity to interact with your target audience through social media.

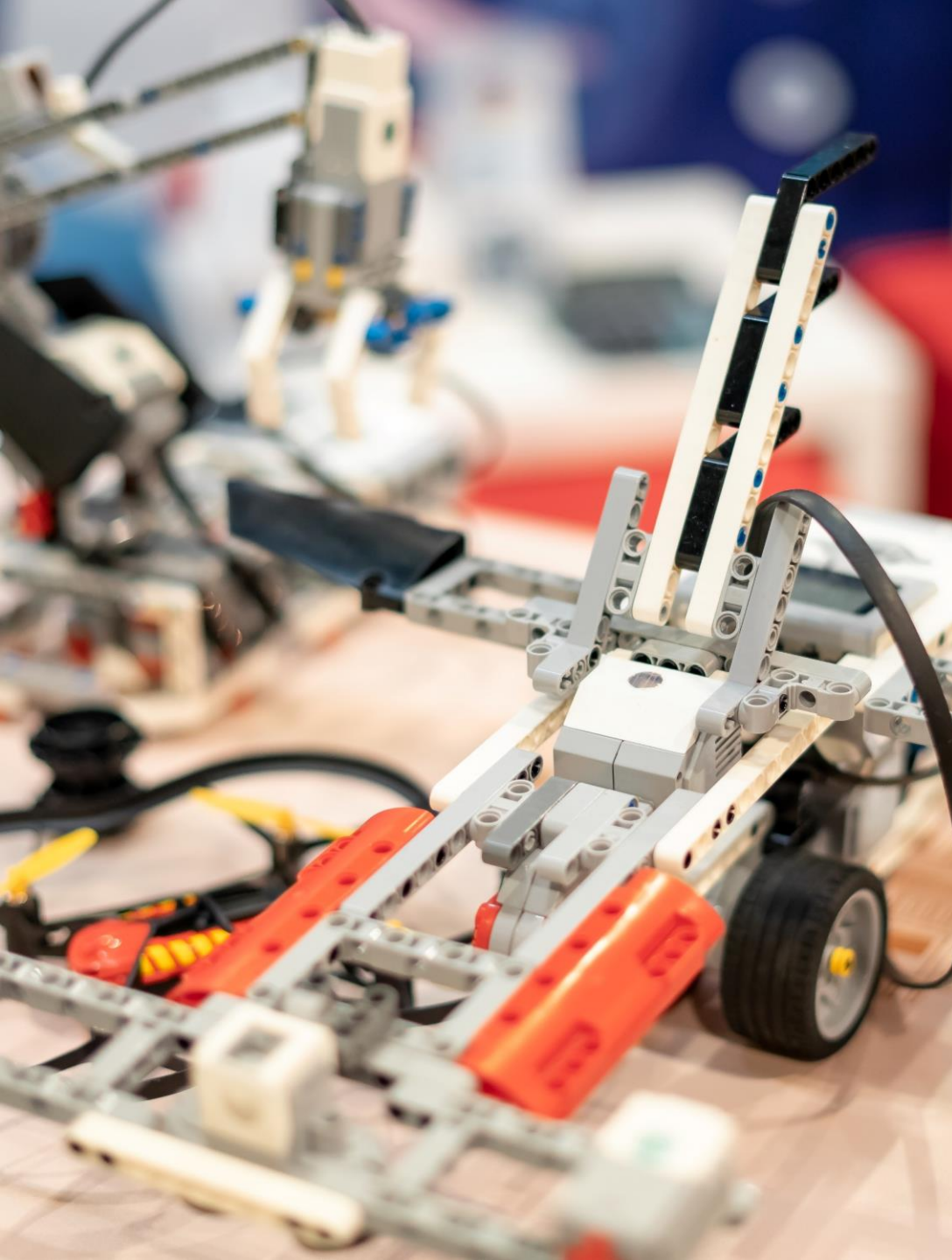
## TONS OF **BRAND EXPOSURE** FOR EACH SPONSOR

Social media extends your organization's reach and overall brand visibility. Sponsors' logos will be strategically placed in different areas throughout the venue to ensure brand visibility along with photo opportunities. All our sponsors will be recognized on our social media platforms.

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# SPONSORSHIP OPPORTUNITIES

See how you can get your brand  
in front of thousands of Calgarians!

[calgary.makerfaire.com](http://calgary.makerfaire.com)

# PACKAGE BENEFITS

Here is what your chosen sponsorship package gets you.

Calgary

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**\$10,000**

## PLATINUM SPONSOR

- Naming rights to our speaker stage
- LARGE company logo on digital billboards Macloed Trail
- Your company name & logo (LARGE PRINT) highlighted as a major event sponsor on all radio & television ads with Bell Media
- Company Logo (LARGE PRINT) displayed on banners & signage on site
- Your company logo (LARGE PRINT) prominently featured on bridge banners on pedestrian overpass
- LARGE PRINT logo and link to your company's website displayed on our event website
- Regular active promotions and mentions in our social media campaign
- name & logo (LARGE PRINT) on our T-shirts worn by volunteers
- Company name & logo (LARGE PRINT) on event handouts
- Large exhibit booth for display with 20 passes

**\$7,500**

## GOLD SPONSOR

- Your company name & Logo (MEDIUM PRINT) highlighted as a major event sponsor on all radio and television ads with Bell Media
- Company logo and name (MEDIUM PRINT) displayed on banners & signage on site
- Your company logo (MEDIUM PRINT) prominently featured on bridge banners on pedestrian overpass
- MEDIUM PRINT logo and link to your company's website displayed on our event website
- Regular active promotions and mentions in our social media campaign
- Your company name & logo (MEDIUM PRINT) on our T-shirts worn by volunteers
- Company name & logo (MEDIUM PRINT) on event handouts
- Large exhibit booth for display with 10 passes

**\$5,000**

## SILVER SPONSOR

- Company name & logo (SMALL PRINT) highlighted as a major event sponsor on all radio and television ads with Bell Media
- Company Logo (SMALL PRINT) displayed on banners & signage on site
- SMALL PRINT logo & link to your company's website displayed on our event website
- Regular active promotions and mentions in our social media campaign
- Your company name (SMALL PRINT) on our T-shirts worn by volunteers
- Company name & logo (SMALL PRINT) on event handouts
- Exhibit booth for display with 5 passes

**\$2,500**

## BRONZE SPONSOR

- Company name on our event website
- Company name & logo (SMALL PRINT) displayed on banners & signage on site
- Regular active promotions and mentions in our social media campaign
- Your company name (SMALL PRINT) on our T-shirts worn by volunteers
- Company name (SMALL PRINT) on all event handouts
- Exhibit booth for display with 2 passes





**OR...**

## **CUSTOMIZE YOUR SPONSORSHIP**

Looking for something a bit different?

**Don't see your preferred sponsorship level?**

You can customize your sponsorship to be exactly what you want it to be!



**Contact** Dean White  
for more information:  
[dean@roots2stem.ca](mailto:dean@roots2stem.ca)



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# THANK YOU

Calgary Maker Faire is only made possible with the generous contributions of sponsors such as you.

With your local STEM education and community programs, we can fund our not-for-profit organization and positively impact changes towards educating youth and supporting our communities together.

Your support for Calgary Maker Faire will allow Roots 2 STEM to create an annual festival. As a 2023 sponsor, you will have the opportunity to grow with us year after year.

Thank you for being an integral participant of Calgary Maker Faire and ensuring the future of Roots 2 STEM's essential community outreach and positive impact.



**Dean White**

Event Manager  
Calgary Maker Faire

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**Website**

Calgary.MakerFaire.com

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