

Nashville Mini Maker Faire®

ADVENTURE SCIENCE CENTER

Saturday, September 13, 2014



SPONSOR BENEFITS*

Your company name or logo recognition will be included in the following marketing platforms:

- ✓ Exhibit banner displayed on building exterior
- ✓ All printed materials, collateral and signage related to the exhibit
- ✓ Interior digital signage
- ✓ Exhibit advertising (print, digital and planetarium programs)
- ✓ Website homepage and exhibit web page (20,000+ unique visitors per month)
- ✓ Corporate partners web page
- ✓ Email communications to opt-in database (21,000 unique addresses)
- ✓ Social media communications (9,000+ impressions)

For information on sponsorship levels, please contact Timothy Sears.
615-401-5055 | tsears@adventuresci.org

* Sponsor benefits vary, depending on level of sponsorship.

EVENT PARTNERS

Make Nashville is a recently formed organization providing the myriad of local maker groups a common set of communication and event resources. It is also chartered with the task of coordinating an annual Mini Maker Faire as well as providing coordination support for individual maker events.

ArtsCubed is a not-for-profit corporation with the mission to “Advance popular visual, performing and literary arts—along with related cultural experiences central to the lives of the community—through events, outreach, education and associated initiatives.” Since 1999, the group has produced the Middle TN Anime Convention, an annual celebration of Japanese animation and pop culture. In 2009, an additional convention was added: the Geek Media Expo. This event expanded the scope of their work to include the larger pop media and arts realm. In addition to reaching collective attendance of over 10,000 patrons to their 2102 events, the organization supports and assists the Nashville Cherry Blossom Festival, Atlanta’s JapanFest, and recently assumed control of the Nashville Zombie Walk, an annual gathering of costumed walkers which raised one ton of food in 2012 for the Second Harvest Food Bank. Other charitable beneficiaries have included The Red Cross, Locks of Love, Out of the Darkness, St. Jude, and various smaller local initiatives. Currently awaiting 501(c)(3) application approval, ArtsCubed aims to be the first federally-recognized “geek arts” non-profit.

ABOUT MINI MAKER FAIRE: With a growing presence across the country, Mini Maker Faires bring together families and individuals to celebrate the Do-It-Yourself (DIY) mindset and showcase all kinds of incredible projects. At the Mini Maker Faire, you’ll find arts and crafts, science and engineering, food and music, and even fire and water. What makes the event special is the combination of fascinating projects and smart, creative people who enjoy learning and love sharing their unique talents.

In its simplest form, Mini Maker Faires create a show-and-tell venue for people of all ages that brings out the “kid” in all of us. Maker Faire is a community-based learning event that inspires everyone to become hands-on and connect with people and DIY projects that aren’t encountered every day.

We’ll be featuring all types of creative making-people who build things with their hands, people who deviate from the instructions, innovators, warranty-breakers, artists. Some examples include costuming, creative knitting, robot building, crafting, musical instrument making, 3D printing, glass blowing, electronics, Steampunk, creative welding, model rocketeering, prop making, car and cycle modding, circuit bending, prosthetics and movie makeup, vacuum forming, home brewing, jewelry design, and that’s just the tip of the iceberg!

WHY IS THIS IMPORTANT? Engineering professors report that students now enter college without the kind of hands-on expertise they once unfailingly possessed. At the Massachusetts Institute of Technology, “we scour the country looking for young builders and inventors,” says Kim Vandiver, dean for undergraduate research. “They’re getting harder and harder to find.” MIT now offers classes and extracurricular activities devoted to taking things apart and putting them together, an effort to teach students the skills previous generations learned curbside on weekend afternoons.

Nolan Bushnell, founder of Atari, said in a phone interview with *Wired.com*: “The more we can turn the nation into a nation of makers, they will be smarter, they’ll be better problem-solvers, and they’ll be more equipped for the problems of tomorrow.”

Nashville is full of makers. How can you support them and the next generation of makers?

Nashville Mini Maker Faire®

SPONSORSHIP LEVELS

CREATIVE SPONSORS (\$5,000)

PRESENTING (NON-EXCLUSIVE)

- ✓ “Presented by” designation for the 2014 Nashville Mini Maker Faire.
- ✓ Name and logo on banner displayed at ASC.*
- ✓ Recognition in all external media used to advertise event.*
- ✓ Name and logo recognition in promotional and marketing materials including: e-blasts, digital signage, event webpage on ASC website, Facebook & Twitter mentions.* (Impressions: 35,000+)
- ✓ Link to sponsor’s homepage from the MakeNashville web site.
- ✓ Recognition in Mini Maker Faire program as “Presented by.”
- ✓ Free booth space at the event.
- ✓ Eight (8) Adventure Science Center one-day general admission passes.
- ✓ Acknowledgment during any pre and post faire events.

INVENTIVE SPONSORS (\$1,000)

- ✓ “Supported by” designation for the 2014 Nashville Mini Maker Faire.
- ✓ Name and logo on banner displayed at ASC.*
- ✓ Name and logo recognition in promotional and marketing materials including: e-blasts, digital signage, event webpage on ASC website, Facebook & Twitter mentions.* (Impressions: 35,000+)
- ✓ Link to sponsor’s homepage from the MakeNashville web site.
- ✓ Recognition in Mini Maker Faire program as “Supported by.”
- ✓ Two (2) Adventure Science Center one-day passes.

RESOURCEFUL SPONSORS (\$2,500)

- ✓ “Supported by” designation for the 2014 Nashville Mini Maker Faire.
- ✓ Name and logo on banner displayed at ASC.*
- ✓ Recognition in all external media used to advertise event.*
- ✓ Name and logo recognition in promotional and marketing materials including: e-blasts, digital signage, event webpage on ASC website, Facebook & Twitter mentions.* (Impressions: 35,000+)
- ✓ Link to sponsor’s homepage from the MakeNashville web site.
- ✓ Recognition in Mini Maker Faire program as “Supported by.”
- ✓ Four (4) Adventure Science Center one-day passes.

FRIENDS OF MAKERS (\$500)

- ✓ Invitations to Member Preview event and Weekend Opening of the exhibit.
- ✓ Recognition as ‘underwriting sponsor’ in all marketing (radio spots, online, print, and internal digital signage) of exhibit.*
- ✓ Recognition on exhibit webpage.
- ✓ Recognition on ASC social media channels, when ASC is marketing exhibit. Potential impressions 9000+.
- ✓ Recognition in e-blast about exhibit. Potential impressions 23,000+, per blast.
- ✓ Sponsor will receive up to 5 one-day passes depending on level of support good during the run of the exhibit.

* Subject to printing deadlines. Sponsor to provide logo in required format.

For information on sponsorship levels, please contact Timothy Sears.

615-401-5055 | tsears@adventuresci.org





COMMITMENT FORM

SPONSORSHIP LEVEL:

TODAY'S DATE: ____/____/____

☐ Yes! We/I want to become a sponsor of the 2014 Nashville Mini Maker Faire on Saturday, September 13, 2014 at Adventure Science Center!

☐ Creative - Presenting (Non-exclusive) (\$5,000)

☐ Resourceful (\$2,500)

☐ Inventive (\$1,000)

☐ Friends of Makers (\$500)

SPONSOR INFORMATION:

Company/Organization Name _____

Type of Business _____

Address _____

City _____ State _____ Zip Code _____

President or CEO Name _____

Title _____

Phone (_____) _____ - _____ ext _____ Email _____

Primary Contact Name _____

Title _____

Phone (_____) _____ - _____ ext _____ Email _____

PAYMENT INFORMATION:

Amount of Sponsorship: \$ _____

☐ Check (Payable to Adventure Science Center) included with form.

☐ Credit Card:

☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Card Number _____ Expiration Date _____ Security Code _____

Signature _____

Please mail completed form to:

Adventure Science Center, Attn: Timothy Sears, 800 Fort Negley Blvd. - Nashville, TN 37203





ABOUT ASC

In 1945, Adventure Science Center (then the Children's Museum of Nashville) opened its doors to the public as a cultural institution dedicated to offering educational opportunities for the entire community. Today, ASC continues to engage visitors of all ages and socio-economic backgrounds with hands-on, interactive school and public programs, 44,000+ square feet of exhibits and the renowned Sudekum Planetarium. Last year we welcomed more than 314,000 visitors from throughout Tennessee and across the country, reaching more than 87,000 school-aged children and teachers from 40+ school districts with engaging on- and off-site science programming.

MISSION STATEMENT

To ignite curiosity and inspire the lifelong discovery of science.

Each and every day, our goal is to:

- Inspire a new generation of STEM (science, technology, engineering, math) professionals
- Empower educators with new skills and resources to teach hands-on science and math in their classrooms
- Promote science awareness, interest and understanding with the general public.



THE NEED FOR SCIENCE EDUCATION

While numbers have improved slightly over the last few years, there is still an appalling number of children growing up with little to no understanding of science. Students in urban schools consistently score lower than suburban and private schools in science achievement. In Tennessee, 67 percent of 4th graders and 70 percent of 8th graders score below proficient in science achievement. Furthermore, the Thomas B. Fordham Institute graded Tennessee's science standards with a 'D' in 2012. By 2018 it is estimated there will be 1.2 million job openings in STEM fields but only 16 percent of bachelor's degrees in 2020 will specialize in STEM. We must do a better job of engaging young people in STEM subjects and encouraging them to pursue careers in STEM-related fields.

MUSEUMS KEY TO STEM SUCCESS

Science centers have much to bring to the table to help support STEM learning and motivate students to pursue STEM-related careers. We have long-standing expertise in demystifying complex topics for a diverse audience of all ages, socio-economic backgrounds, nationalities and levels of educational preparedness. We not only bring science to life but we link it to life through interactive public exhibits, school programs tied to state and national educational standards, teacher professional development, out-of-school science-based activities and family programming ...all in a fun and dynamic learning environment.

A growing body of research shows that science learned in settings and activities outside the classroom not only positively impacts student achievement in the classroom but can also help close the achievement gap as it relates to non-dominant groups, those who are often marginalized in educational experiences. A recent National Governor's Association brief (The Role of Informal Science Education, March 29, 2012), noted that evaluation of informal science education programs – which largely takes place at museums, science centers, and other institutions – consistently have shown that such programs: (1) raise student interest, confidence and classroom achievement in math and science and (2) generate interest in pursuing STEM studies and careers. Evidence also suggests that teacher professional development at informal science institutions can improve teacher effectiveness in the classroom.

