

CREATORS • MAKERS • INNOVATORS

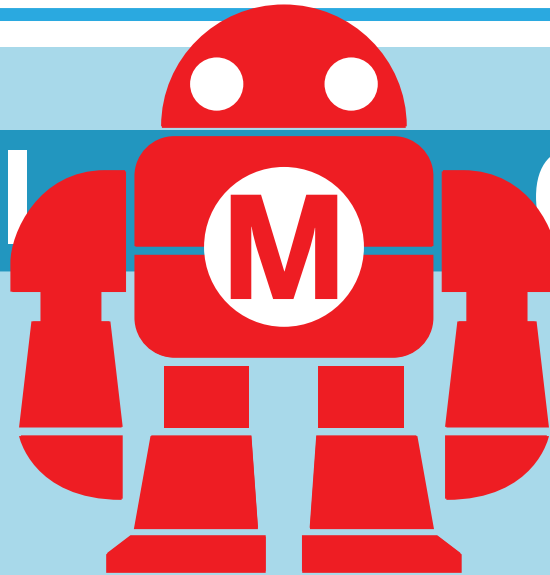
Maker Faire® San Diego

2ND

Annual

Oct 1+2

2016



Saturday & Sunday
October 1-2, 2016
10AM-6PM

PRESENTED BY BALBOA PARK
CULTURAL PARTNERSHIP

A close-up photograph of a young person with dark hair, wearing clear safety goggles and a dark blue shirt. They are focused on a task, using a soldering iron to work on a small electronic component on a circuit board. The background is blurred, showing a workshop or laboratory setting with various tools and equipment.

**“The world is moving so fast these days that the man who says
it can't be done is generally interrupted by someone doing it.”
– Harry Emerson Fosdick**

WHAT IS A MAKER FAIRE?



INNOVATION / EDUCATION / ENVIRONMENTAL / SCIENCE / TECHNOLOGY / HEALTH / ART / SOCIAL GOOD

- **Maker Faire** is the Greatest Show (and Tell) on Earth—a family-friendly festival of invention, creativity and resourcefulness, and a celebration of the Maker movement.
- **Maker Faire** is a gathering of tech enthusiasts, educators, inventors, engineers, science & robotic clubs, authors, artists, students, tinkerers, hobbyists and commercial exhibitors.
- **Maker Faire** is designed to be forward-looking, showcasing makers who are exploring new forms of technologies, while providing an interactive and experiential event that celebrates the joy of making and where others come to be inspired.

A BRIEF HISTORY

2006

The first Maker Faire was held on 22 – 23 April 2006, at the San Mateo County Event Center. It included six exposition and workshop pavilions, a 5-acre (20,000 m²) outdoor midway, over 100 exhibiting makers, hands-on workshops, demonstrations, and DIY competitions.

2007

The second Maker Faire was held on 19–20 May 2007, also at the San Mateo County Event Center.[3] Another fair was held later the same year in Austin, Texas, October 20–21, 2007.

2008

Maker Faire 2008 was held on 3 - 4 May 2008, at the San Mateo County Event Center. Highlights of the Faire included a human-sized Mouse Trap board game, kinetic squid sculpture, bicycle-powered music stage, a solar-powered chariot pulled by an Arnold Schwarzenegger robot,[5] and over 500 other booths from different makers. There were approximately 65,000 people in attendance.

2009

In the US, the 2009 Maker Faire Rhode Island was scheduled for September 6–19.[12] The first Maker Faire North Carolina 2010 was held on April 25 in Durham, North Carolina. It moved to Raleigh, North Carolina for 2011.

2010

Canada had their first Mini Maker Faire in Ottawa, ON on November 6-7.

2011

Mini Maker Faires were held in Canada (Toronto, Vancouver), the United Kingdom (Brighton) and a number of cities in the USA: Pittsburgh, Pennsylvania; Phoenix, Arizona; Oakland, California; Fort Wayne, Indiana; Fishers, Indiana; Providence, Rhode Island; Atlanta, Georgia; Kansas City, Missouri; Raleigh, North Carolina; Poulsbo, Washington; Ann Arbor, Michigan; Linthicum, Maryland; and Urbana, Illinois.

2012

15 New Mini Maker Faires are launched around the world.

2013

On December 7th 2013 San Diego hosted its first-ever Mini Maker Faire, and held it at the Del Mar Fairgrounds. The event played host to over 120 exhibitors and welcomed over 5200 Makers and making enthusiasts – making it the 5th largest U.S. Mini Maker Faire of 2013.

2014

A record 215,000 people attended the two flagship Maker Faires in the Bay Area and New York in 2014, with 44% of attendees first timers at the Bay Area event, and 61% in New York.

2015

Maker Faire San Diego 2015 was an incredible weekend full of innovation and exciting new technologies. With over 25,000 attendees, MFSF is quickly becoming one of the largest Featured Maker Faires in the world. The 2015 event included over 200 makers and hundreds of volunteers for an experience that took them inside 10 of Balboa Park's cultural institutions and throughout the park.

EVENT MAP

M PARTICIPATING MUSEUMS

Japanese Friendship Garden
Museum of Photographic Arts
Reuben H. Fleet Science Center
SD Air & Space Museum
SD Arts Institute
SD Automotive Museum
SD Hall of Champions Sports Museum
SD History Center
SD Model Railroad Museum
SD Natural History Museum

MAKER ZONES

1. Maker Spaces (A&S Lot)
2. Transportation and Energy (Auto)
2. Electronics & Health Innovators (Auto)
3. MAKER: Innovate (Hall of Champions)
4. Gardening & Sustainability (JFG)
5. Craft (SDAI)
6. MAYOR'S MAKER PLAZA
7. Robotics (History Center)
8. Hacks (Model Railroad Museum)
9. Imaging (MoPA)
10. Science & Technology (Fleet)
11. Drones & Technology (Fleet)
12. Family, Kids, Fun! (the NAT)



MAKER FAIRE SAN DIEGO 2015 REVIEW

***PROJECTED**

ATTENDANCE

35,000+

2016*

25,000

2015

5,200+

2013

MAKERS & EXHIBITORS

400+

2016*

300

2015

126

2013

SOCIAL MEDIA REACH

2,000,000+

2016*

1,500,000

2015

75,000

2013

VENUES

2015

Balboa Park / Over 40,000 feet
indoor activities in museums

2013

Del Mar Fairgrounds

SPONSORS

2015

Qualcomm, Ayuntamiento de Tijuana, UCSD, Tijuana Innovadora, National University, Qualcomm Institute, Commission for Arts & Culture, Roblox, COX, Smart Cities, Makers Quarter, Epilog Laser, Maker Place, XYZ Printing, Circuit Maker, Full Spectrum Laser, Cleantech San Diego, Craters & Freighters, HardTechLabs, Sprout by HP, Altium

2013

Qualcomm, University of San Diego, Maker Media, 3 D Robotics, MAKE Magazine

CATEGORIES / HIGHLIGHTS

2015

Russell the Electric Giraffe, Quadcopter Competitions, Robots on Parade, Strato Sculpin Flying Car, Robotics, Drones, Electronics, Arts, Music, Workshop, Education, Talks, Science, Hands-On, Cosplay, Pro Education, Kids, Family, Fun, Food

2013

Electronics, Arts & Crafts, Workshop, Education, Science, Hands-On, Cosplay, Pro Education, Kids, Family, Fun

ATTENDEE PROFILE

PROFILE FROM 2013 SURVEY



ATTENDEES

On average spend more than **six hours** at the event. **87%** attend with family and friends.



TOP CATEGORIES

The top five most popular exhibitor categories are:

- 80%** Science
- 78%** Robotics
- 77%** Electronics
- 70%** Innovation
- 60%** Microcontrollers



FOLLOW UP

87% take some kind of follow-up action, including visiting an exhibitor's website, considering/purchasing something from an exhibitor, and following an exhibitor on Social media.



MAKERS

Most attendees self-identify as hobbyists or avocational makers.



INCOME

\$117,000 Median household income.



EDUCATION

87% have undergraduate.



BALBOA PARK

Rated among the top 7 parks in the US and top 15 in the world. The Museums and Cultural Organizations represented in **Balboa Park** are visited by over three million people a year.



PARK VISITATION

During the Fall:

- 42%** Caucasian
- 38%** Hispanic/Latino
- 10%** African American
- 9%** Asian
- 4%** Native American

EVENT GOALS



- The 2016 **SD Maker Faire** will be a Maker event unique to San Diego – Tijuana Binational Region. The event will combine the strength of the Maker movement in this region with the power of San Diego's premier cultural attractions.
- In the spirit of the Panama-California Exposition the **SD Maker Faire** serves to celebrate innovation and look to the future of invention and innovation.
- **SD Maker Faire** delivers a key objective of **Mayor Faulconer's Maker Challenge** and its goal to ensure that all sectors of our community, public and private, commercial and non-profit, rally around the themes of innovation and opportunity, and support a STEAM education in San Diego County.
- **SD Maker Fair** will bring together and foster relationships among San Diego makers, providing an opportunity to highlight innovative leaders, new products and new trends in our region.

SD MAYOR'S MAKER CHALLENGE

Sponsorship Opportunities

● “San Diego is a city of innovation and opportunities and the two-day **Maker Faire** is a key event that helps bring it all together.



From local inventors to entrepreneurs, students and educators, the **Maker Faire at Balboa Park** supports innovators in our community who are making world-changing products and companies. I'm proud our city hosts this fantastic collaborative event that will inspire new generations of young San Diego innovators interested in Science, Engineering, Technology, Arts and Math.” – **Mayor Kevin L. Faulconer**, City of San Diego

CUSTOMIZED PARTNERSHIPS

Sponsorship Opportunities

BUSINESS SOLUTIONS

San Diego Maker Faire is about invention, innovation and action. In addition to pre-existing partnerships, **SD Maker Faire** offers brands the opportunity to craft something customized and unexpected.



POSITION

Link your brand with creativity, innovation and the entrepreneurial spirit.



ENGAGE

Connect your brand with thousands of millennials, creators, innovators, entrepreneurs, early adopters, and influencers.



PROMOTE

Generate social media buzz and attract local and national media coverage.



TEST

Beta your new ideas and products. Interact directly with consumers to gather insights and feedback.



ENTERTAIN

Customize your space under the **SD Maker Faire** umbrella to interact with the **SDMF** audience in a unique way.



CUSTOMIZE

As an early pioneer of this annual event, we will work with your company to **create innovative and unexpected opportunities** for your company to align its brand values with the **SDMF**.



SOCIAL CHANGE

Align your company with the **SD Mayor's Maker Challenge** and support entrepreneurial growth in San Diego and the next generation of creators.



MEASURABILITY

In addition to our own **surveys and tracking measures**, there are opportunities to poll this audience on new products and ideas, and incorporate that into the event in creative ways.

PARTNERSHIPS

Sponsorship Opportunities

WE ARE LOOKING FOR LONG-TERM PARTNERSHIPS

We will work closely with you to ensure that:

1

We provide a unique and differentiated product platform.

2

Help to build and grow your brand.

3

Build and grow a passionate fan base.

4

Ensure partner satisfaction and ROI delivery of goals.

5

Provide assets and content that help to co-promote our partnership.

CONTACT US

We sincerely look forward to working with you on this very special opportunity.

Thank You

- **FOR FURTHER INFORMATION PLEASE CONTACT:**

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