



LOS ANGELES PUBLIC LIBRARY



Imagine



Explore



Create



DTLA Mini Maker Faire®

Saturday, December 7
10 a.m. - 4 p.m.

2019 Sponsorship Prospectus

Library Foundation of Los Angeles



@lapubliclibrary

dtla.makefaire.com

What is the DTLA Mini Maker Faire?

Each year, Maker Faires around the world celebrate innovation, creativity and curiosity. Hosted in more than 40 different countries, these events serve as platforms for new ideas and products, showcase makers from a broad range of fields and act as hubs for information and dialogue about how the maker movement is influencing education, manufacturing and more.

The DTLA Mini Maker Faire is the Greater Los Angeles area's only Maker Faire and largest show-and-tell for all things having to do with invention and do-it-yourself. Now in its fourth year, the event brings together more than 100 exhibitors including engineers, entrepreneurs, scientists, hobbyists and everyone in between in a festive, family-friendly atmosphere. Attendees from every part of the city converge on the Los Angeles Public Library's Central Library in Downtown Los Angeles during this one-day event, to get up-close with all manner of high-tech gadgets including 3D printers, drones, robots, Rube Goldberg machines and even NASA rovers. Attendees experience what it means to be a maker and walk away inspired to be one too!



When: Saturday, December 7, 2019
10 a.m. to 4 p.m.

Where: Central Library in Downtown Los Angeles



Why sponsor the DTLA Mini Maker Faire?

The DTLA Mini Maker Faire presents a unique opportunity for your organization to connect with makers in our city—those who are passionate about learning, building, designing, hacking, innovating and sharing their knowledge with others. According to the 2012 MAKE/ Intel Maker Market study, the most recent research on the topic, approximately 8 in 10 self-described makers are male, and their median age is 44. They are largely well-to-do and tech-savvy. They have a median income of \$106,000, 97% completed at least some college and almost half (48%) describe themselves as hobbyists. Additionally, 79% report using hardware or software in their making.

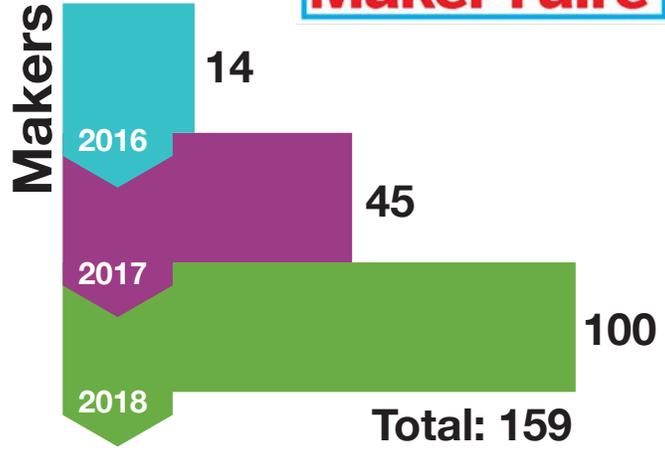
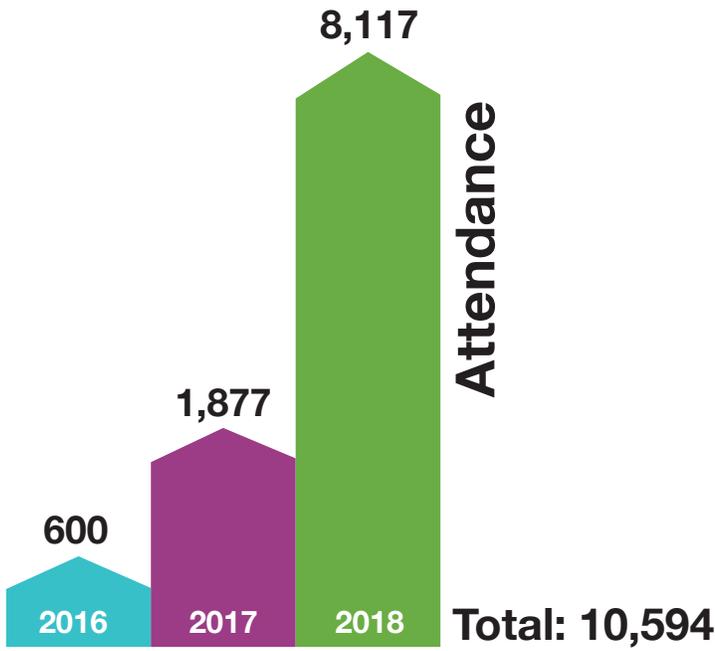
The DTLA Mini Maker Faire provides your organization with an exciting opportunity to increase awareness of your brand, position your organization as a leader in this unique space locally and promote your products or services to a diverse and wide audience.

Since the first DTLA Mini Maker Faire in 2016, attendance has grown exponentially. In 2018, 100 makers and more than 8,000 attendees participated in the event. Based on the Mini Maker Faire's growing popularity, the Library will once again expand event space, closing Fifth Street outside of Central Library to accommodate the even higher expected turnout of exhibitors and guests.

The Audience

- More than 100 professional and amateur local makers and innovators
- 10,000 students, professionals and families

DTLA Mini Maker Faire by the Numbers





A DTLA Mini Maker Faire **Presenting Sponsorship** will give your organization maximum exposure to those who visit Central Library as well as those who live, work or commute in areas around the Library. Your organization's logo will be prominently displayed on two large banners placed on the exterior of Central Library. The banners, measuring 24' 5" x 10' 10" and 13' 3" x 13' 6", will be placed on the corner of Fifth Street and Grand Avenue and on the Library's Flower Street entrance. They will be displayed beginning six weeks prior to the event and will be visible to the patrons who visit Central Library each day as well as the tens of thousands who live, work or traverse nearby areas.

In 2018, Central Library received an average of 143,500 visits per month. Many patrons who visit Central Library live or work in Downtown Los Angeles. According to the 2018 Downtown Los Angeles Survey Report, the population in Downtown is relatively young, well-educated and affluent. The median age among those who live in Downtown is 38; 80% have completed four years of college or more and their median income is \$98,900. Among those who work Downtown, the median age is 39; 76% completed four years of college or more and their median income is \$97,800.

Other sponsorship opportunities provide varying levels of exposure for your organization and brand. A brief comparison of sponsorship levels and associated benefits is provided on the next two pages.

How to Sponsor

Presented by the Los Angeles Public Library and the Library Foundation of Los Angeles, the event is free to all attendees. The DTLA Mini Maker Faire is rapidly becoming the city's go-to maker-showcase and provides a rare opportunity to reach professionals and families alike. Proceeds will benefit the 2019 DTLA Mini Maker Faire and the Los Angeles Public Library's Full STEAM Ahead initiative, which provides opportunities year-round at all of the Library's 73 locations for participants of all ages to create, experiment, tinker and learn about science, technology, engineering, art and math.

Sponsoring the DTLA Mini-Maker Faire takes a few small steps and makes a big difference:

- 1) ONLINE: <https://lfla.org/mmf>
- 2) MAIL: Library Foundation of Los Angeles
630 W. Fifth St., Los Angeles, CA 90071
Make payment to: 'Library Foundation of Los Angeles'
for 'Maker Faire'
- 3) PHONE: 213-228-7500

Available sponsorship levels and associated benefits are listed on the next two pages.

If you have any questions about the DTLA Mini Maker Faire, please contact Vivienne Byrd at (213) 228-7552 or vbyrd@lapl.org. For questions about sponsorship or to make a donation, please contact Donna Kern at (213) 228-7500 or donnakern@lfla.org.



Please note these important dates and deadlines:

- October 4: Sponsor logos for banners and ads due
- October 28: Central Library exterior banners go up
- November 1: Branch posters go up
- December 7: DTLA Mini Maker Faire

Sponsorship Level & Benefits

Presenter: \$25,000+

- Prominent Logo and wording denoting 2019 DTLA Mini Maker Faire is presented by your organization included on all event marketing and collateral materials including:
 - **Building Banners** 24' 5" x 10' 10" and 13' 3" x 13' 6", on the exterior of Central Library displayed near the Fifth Street entrance as well as the Flower Street entrance, and easily viewable by any passerby in densely populated downtown Los Angeles (approx. 650,000 impressions monthly);
 - **Program Brochure** distributed at the event (approx. 10,000 attendees)
 - **Full-Page Ad** in the DTLA Mini Maker Faire program distributed to all attendees
 - **Wayfinding Signage** at the event
 - **Event Website** (48,000+ visits annually)
 - **Event Slide** on the Library's homepage (1,000,000+ monthly visits)
 - **Posters** displayed across 73 Los Angeles Public Library locations citywide (850,000+ visitors monthly)
 - **Digital Display** inside Central Library promoting the event (150,000+ visitors monthly)
- Option to provide promotional materials and giveaways to be distributed at event (per Library approval)
- Listing in LFLA honor roll



Goldsmith: \$12,000+

- Logo included on all event banners including:
 - **Building Banners** approximately 24' 5" x 10' 10" and 13' 3" x 13' 6", on the exterior of Central Library displayed near the Fifth Street entrance as well as the Flower Street entrance, and easily viewable by any passerby in densely populated downtown Los Angeles (approx. 650,000 impressions monthly);
 - **Program Brochure** distributed at the event (approx. 10,000 attendees)
 - **Half-Page Ad** in the DTLA Mini Maker Faire program distributed to all attendees
 - **Wayfinding Signage** at the event
 - **Event Website** (48,000+ visits annually)
 - **Event Slide** on the Library's homepage (1,000,000+ monthly visits)
 - **Posters** displayed across 73 Los Angeles Public Library locations citywide (850,000+ visitors monthly)
 - **Digital Display** inside Central Library promoting the event (150,000+ visitors monthly)
- Option to provide promotional materials and giveaways to be distributed at event (per Library approval)
- Listing in LFLA honor roll



Sponsorship Level & Benefits

Silversmith: \$6,000+

- Logo included on event banners including:
 - **Program Brochure** distributed at the event (approx. 10,000 attendees)
 - **Quarter-Page Ad** in the DTLA Mini Maker Faire program distributed to all attendees
 - **Wayfinding Signage** at the event
 - **Event Website** (48,000+ visits annually)
 - **Event Slide** on the Library's homepage (1,000,000+ monthly visits)
 - **Posters** displayed across 73 Los Angeles Public Library locations citywide (850,000+ visitors monthly)
 - **Digital Display** inside Central Library promoting the event (150,000+ visitors monthly)
- Option to provide promotional materials and giveaways to be distributed at event (per Library approval)
- Listing in LFLA honor roll



Coppersmith: \$3,000+

- Name included on:
 - **Program Brochure** distributed at the event (approx. 10,000 attendees)
 - **Wayfinding Signage** at the event
 - **Event Website** (48,000+ visits annually)
 - **Event Slide** on the Library's homepage (1,000,000+ monthly visits)
 - **Posters** displayed across 73 Los Angeles Public Library locations citywide (850,000+ visitors monthly)
 - **Digital Display** inside Central Library promoting the event (150,000+ visitors monthly)
- Option to provide promotional materials and giveaways to be distributed at event (per Library approval)
- Listing in LFLA honor roll



Sponsorship Level & Benefits

Blacksmith: \$1,000+

- Name included on:
 - **Program Brochure** distributed at the event (approx. 10,000 attendees)
 - **Wayfinding Signage** at the event
 - **Event Website** (48,000+ visits annually)
 - **Event Slide** on the Library's homepage (1,000,000+ monthly visits)
 - **Posters** displayed across 73 Los Angeles Public Library locations citywide (850,000+ visitors monthly)
 - **Digital Display** inside Central Library promoting the event (150,000+ visitors monthly)
- Listing in LFLA honor roll



Supporters: \$500+

- Name listed inside Mini Maker Faire Program Brochure distributed at the event (approx. 10,000 attendees)





**DTLA Mini
Maker Faire®**

**2019 DTLA Mini Maker Faire
Sponsorship Pledge Form**

Company Name: _____

Date: _____

Please indicate how you would like your sponsorship to be listed in publicity materials, if different from above:

Contact Name/Title: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Website URL: _____

Facebook URL: _____

Additional Social Media Handles: _____

Please email your high-resolution logo as an .eps or .ai file to DTLA Maker Faire Lead Coordinator Vivienne Byrd at vbyrd@lapl.org

Please check your sponsorship level:

- \$25,000 Presenter**
- \$12,000 Goldsmith**
- \$6,000 Silversmith**
- \$3,000 Coppersmith**
- \$1,000 Blacksmith**
- \$500 Supporter**
- Other amount:** _____

Signature: _____

Date: _____

Please choose your preferred method of payment

- Check enclosed - please make payable to **“Library Foundation of Los Angeles”** and indicate 2019 DTLA Maker Faire in the memo line
- Credit Card (text “MiniMakerFaire” to 41444 or go to <https://fla.org/mmf>)

All contributions are tax deductible within the limits allowed by law.

THE LAST DAY TO SUBMIT YOUR SPONSORSHIP PLEDGE FORM IS OCTOBER 4TH, 2019