



MAKER FAIRE
AFRICA

Maker Faire Africa is a collective of pan-African and African-centric makers who believe that the creativity, innovation & ingenuity that is indigenous to Africa's informal manufacturing sector can be an important catalyst for shaping the global maker movement. Our goal is to provide a vibrant, collaborative learning environment that forges new opportunities for makers who seek to manufacture their inventions for local, regional & global markets. Our primary initiative is an annual pan-African event that champions interdisciplinary collaboration in a 3-day mash-up of displays, workshops & hands on challenges. Visit www.makerfaireafrica.com to find out more about our makers & past events and to view our galleries.

Dear Sponsor :

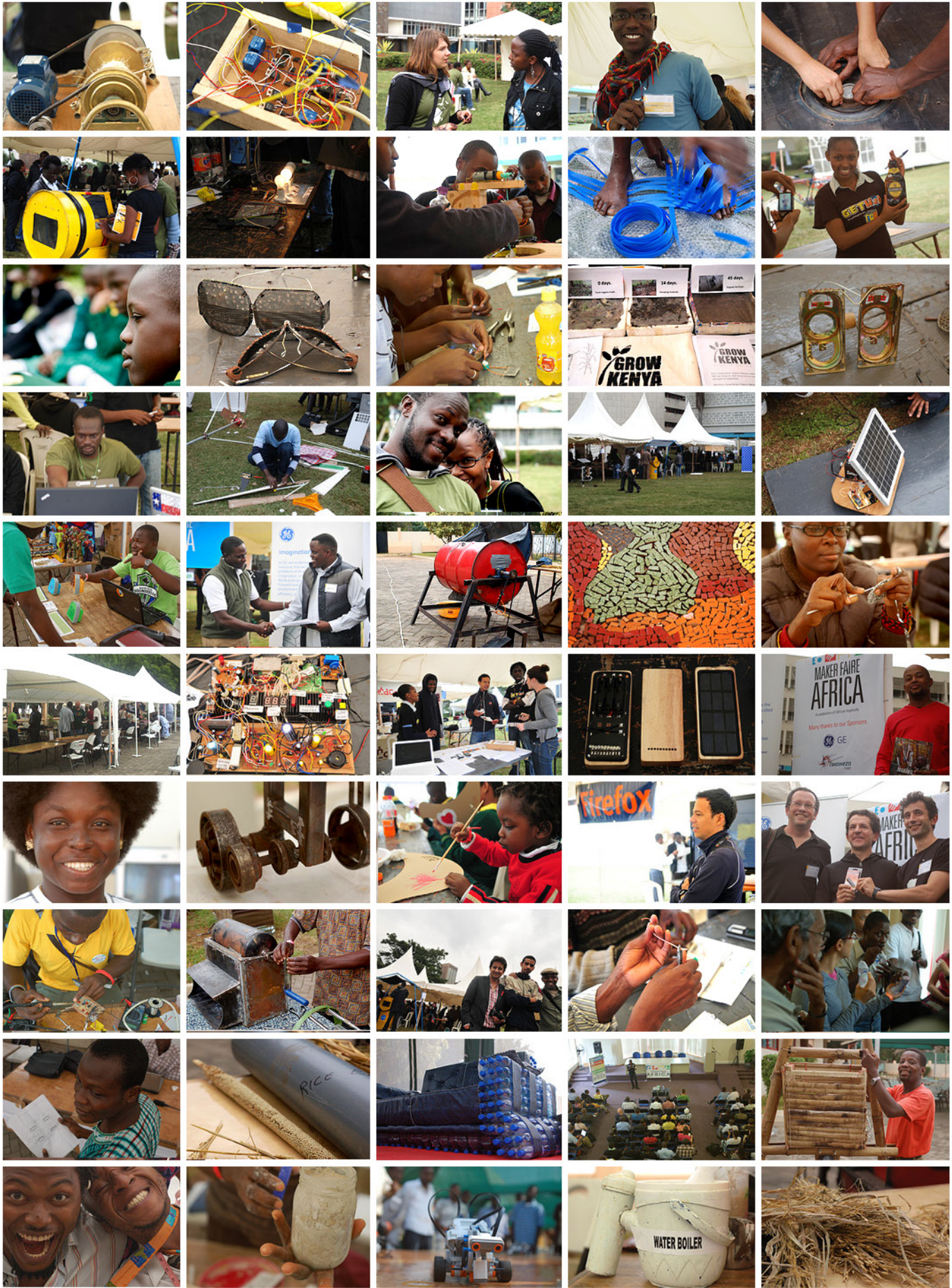
Thank you for considering a funding partnership with **Maker Faire Africa 2011**, our third pan-African maker fair in celebration of ingenuity & innovation across the African continent. This year's fair will take place at **The American University in Cairo, Egypt** on October 6-8th. We hope you'll join us as we continue to build on the notion that Africa's makers are emerging as a defining force in the global maker movement.

Whether your area of interest lies in design, engineering, science, technology or fabrication, supporting Africa's informal makers helps foster the growth of a vibrant manufacturing ecosystem across the continent, which is integral to building the foundation for an economically viable middle class. This year's fair will bring together over 100 of Egypt's most creative & resourceful makers in an effort to further redefine what it means to be a 'modern day entrepreneur' in Africa. Sponsors of Maker Faire Africa 2011 can be assured they are reaching an audience of unapologetically enthusiastic innovators.

We look forward to partnering with you and thank you for your support of Africa's makers.

Sincerely,

**THE 2011 MAKER FAIRE AFRICA
ORGANIZING TEAM**



A 3-DAY MASH-UP OF EGYPT'S MOST CREATIVE MAKERS

Maker Faire Africa 2011 has been designed to be a highly active and connective event from the first day until the end of the fair. While our Maker Exhibit is the primary activity, we also have multiple competitions and workshop sessions that will keep attendees interactive and collaborating over the course of all three days. Additionally, we support a loose & informal “barcamp” environment that encourages our makers to spin off self-organized activities, panels, discussions and mini-events from the main fair.

2011 Event Schedule :

*Our schedule will be finalized in August.
Currently, we're proposing the following:*

THURSDAY, October 6

12-4pm, Setup + Registration
3-4pm, Welcome + Opening Remarks
4-5pm, Competitions
6-7pm, Maker Mixer

FRIDAY, October 7

8-9am, Check In
9-11am, Workshops Session 1
11am-6pm, **Maker Exhibit**
11am-6pm, Competitions : Day 1
12-1pm, Lunch + Makers' Award
2-4pm, Workshops Session 2
6-8pm, Free Time
8pm, Maker Gala

SATURDAY, October 8

8-9am, Check In
9-11am, Workshops Session 3
11am-6pm, **Maker Exhibit**
11am-6pm, Competitions : Day 2
12-1pm, Lunch + Keynote Speaker
2-4pm, Kids Workshops
2-4pm, Fab-Lab Demo
5-6pm, Awards + Closing Remarks
6-8pm, Tear Down
8pm, Dinner

Other ways to support us.

FEATURED COMPETITIONS

Listed as Platinum Sponsor in all promotions
Fund resources & materials necessary for competition
Cover costs for two facilitators (time & travel)
Fund cash prize(s) for winning team(s)
Competition will carry your company's name

MAKER WORKSHOPS

Listed as Silver Sponsor in all promotions
Fund all materials necessary for workshop
Cover costs for two workshop facilitators
Workshop will carry your company's name

MAKER GALA

Listed as Silver Sponsor in all promotions
Company banner featured at Gala
Company representative(s) acknowledged at Gala
Provide funding for dinner, music, and open bar
Provide shuttle service to and from Gala venue

MAKER TRAVEL

Listed as Silver Sponsor in all promotions
Provide round-trip flights for 10 makers from other countries in Africa
'Maker Award' of your choice at award ceremony, given to one of the makers who travel you sponsor

MAKER MIXER

Listed as Copper Sponsor in all promotions
Company representative(s) acknowledged at mixer
Provide funding for snacks, music, and open bar
Provide shuttle service to and from mixer venue

PRINTING

Listed as Copper Sponsor in all promotional materials
Cover printing costs for all event materials & signage

Sponsor Levels :

PLATINUM SPONSOR \$25,000

Listed on all promotional materials as Platinum Sponsor
Full page advertisement in program
Company logo (large) on web site
'Maker Award' of your choice at award ceremony
Logo on our www.matchamaker.info web site
Table in our sponsor tent
Inclusion of up to 3 items in makers' gift bag
Sponsor dinner w/organizing team & guest makers
Featured post about your company on our blog

SILVER SPONSOR \$10,000

Listed on all promotional materials as Silver Sponsor
Half page advertisement in program
Company logo (medium) on web site
'Maker Award' of your choice at award ceremony
1/2 table in our sponsor tent
Inclusion of up to 2 items in maker's gift bag

COPPER SPONSOR \$5,000

Listed on all promotional materials as Copper Sponsor
Company logo (small) in program & on web site
Inclusion of 1 item in maker's gift bag

BRONZE SPONSOR \$2,500 or In-Kind

Listed on all promotional materials as Bronze Sponsor
Company name in program
(In-Kind goods will be featured throughout the weekend)

SUPPORTING SPONSOR \$1,000 or less

Listed on all promotional materials as Supporting Sponsor

2011 workshop topics

We will offer 3-5 maker workshops and 1-2 public workshops at the fair. Workshops will be finalized in September; we currently have an open call for proposals in the following areas:

YOUNG MAKERS

A workshop focused on teens interested in making.

DESIGN

Design for Small Scale Manufacturing, Creating a Maker's Mark, BioDesign for the Maker, Build or Hack? Exploring the African Aesthetic, and Harnessing a Hub for Collab Design

FABRICATION

Kinetics with Arduino, Solar Powered Scintering, Materialology.

SEED FUNDING

How to source, utilize & manage start-up capital for your invention. Facilitated by MFA's own Mark Grimes, from NedSpace.

SOCIAL MEDIA

Using social media to market yourself as a collaborative inventor.

2011 featured competitions

SMART PHONE APP CHALLENGE

We're calling on teams of programmers & designers to build a smart phone app that connects a pan-African community of makers, from start to finish in 48-hours. Or less.

FABRICATION CHALLENGE

Teams will have 48-hours to build [_____], using only the creative mix of tools & materials that are provided.

Thank you for your interest in Maker Faire Africa 2011 and for this opportunity to present our event to you. We hope we've peeked your curiosity and maybe even your interest in sponsoring our fair. Though economic times are hard, it is events like this that will generate the curiosity, conversation and action that is required to build self-sustaining manufacturing businesses in Africa.

Please direct all inquiries to:

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