

RVA MAKERFEST

THE COMMUNITY
OF MAKERS THAT
BROUGHT 9K+
IN ATTENDANCE

PRESENTED BY
BLUE CHEESE ROBOTICS +
THE BUILD FORWARD
FOUNDATION

NOV 2
DEEP RUN
HIGH SCHOOL
10 AM - 5 PM



RVA MAKERFEST 2024

A CELEBRATION OF CREATIVE INGENUITY IN VIRGINIA



We set out to break down silos in the Maker community and inspire Richmonders--especially children--to embrace tinkering and STEAM disciplines as paths to innovation.

RVA MakerFest is a family-friendly festival featuring interactive demonstrations of science, technology, robotics, engineering, sustainability, art, fashion, crafts, music, agriculture and more.

RVA
MAKERFEST
2024



HISTORY

YEAR STARTED **2014**

FOUNDED BY **MARTIN AGENCY**

EMPLOYEES

HOSTED AT SMVA **2014-2018**

PERIOD OF DORMANCY **5 YEARS**

Ashley Hawkins, Studio Two Three

"I'm surrounded by people who are making their work, making their careers, making their lives something that is fulfilling and exciting."



MAKER

Makers may be curious, resourceful, and resilient, and they may see problems as opportunities to innovate.

RVA
MAKERFEST
2024



RESURGENCE

ATTENDANCE GOAL **2K**

MAKERS GOAL **50**

CONCESSIONS **7**

OPERATING BUDGET **\$20K**

COMMUNITY OF LOCAL MAKERS



Live Demonstrations
(Glassblowing)



Textile



Jewelry



Ceramics



Metal



Woodworking

RVA MakerFest By the Numbers

450-9K

2014-2018
TOTAL ATTENDEES

100%

RECOMMEND TO THEIR
FRIENDS & FAMILY

90+
MAKER VENDORS

3 : 4

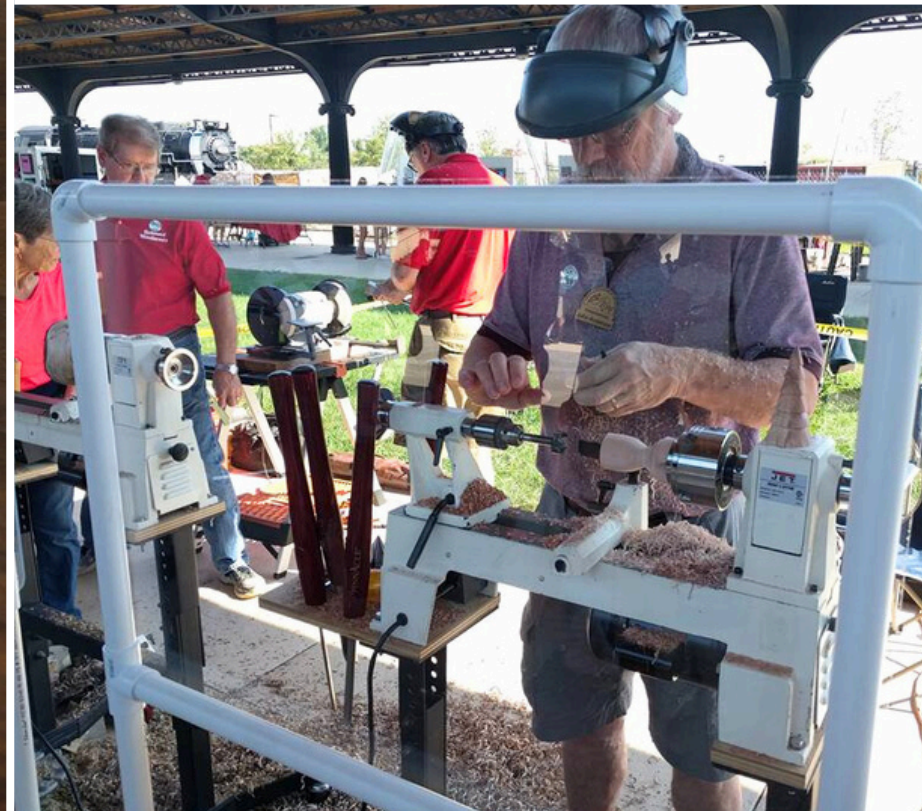
SURVEYED ATTENDED MORE
THAN 3 HOURS

750-3.2K

2014-2024 META/FACEBOOK LIKES

17.1K+

RVA MAKERFEST + BUILD, RVA + BLUE CHEESE ROBOTICS
COMBINED AUDIENCE REACH



Media + Press

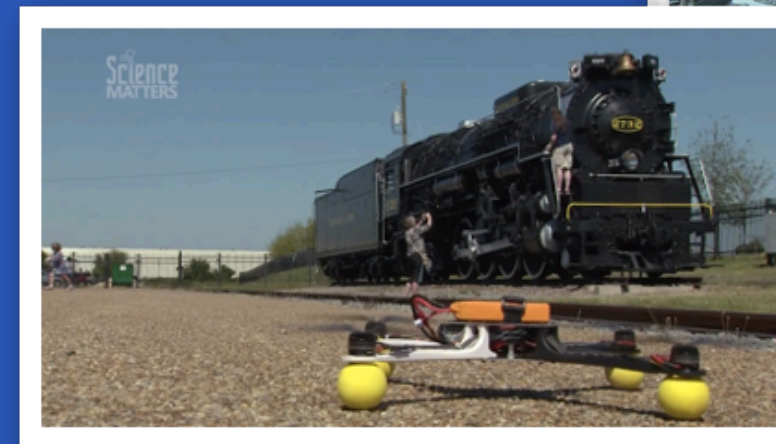
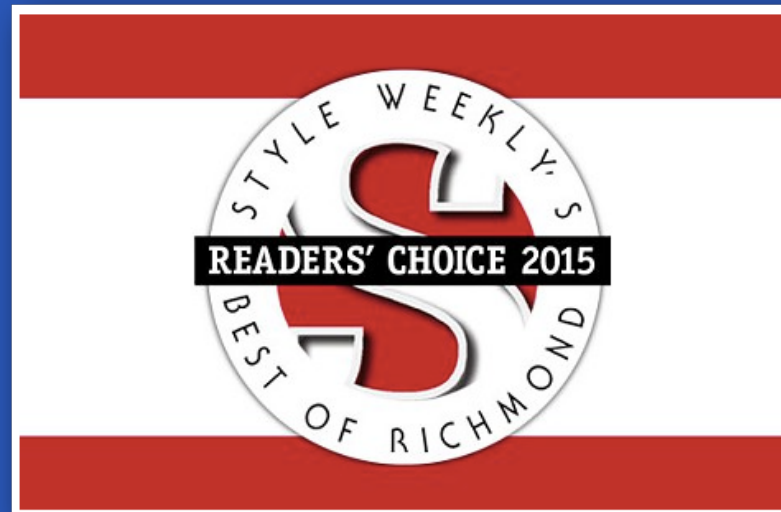
Earned and Sponsored

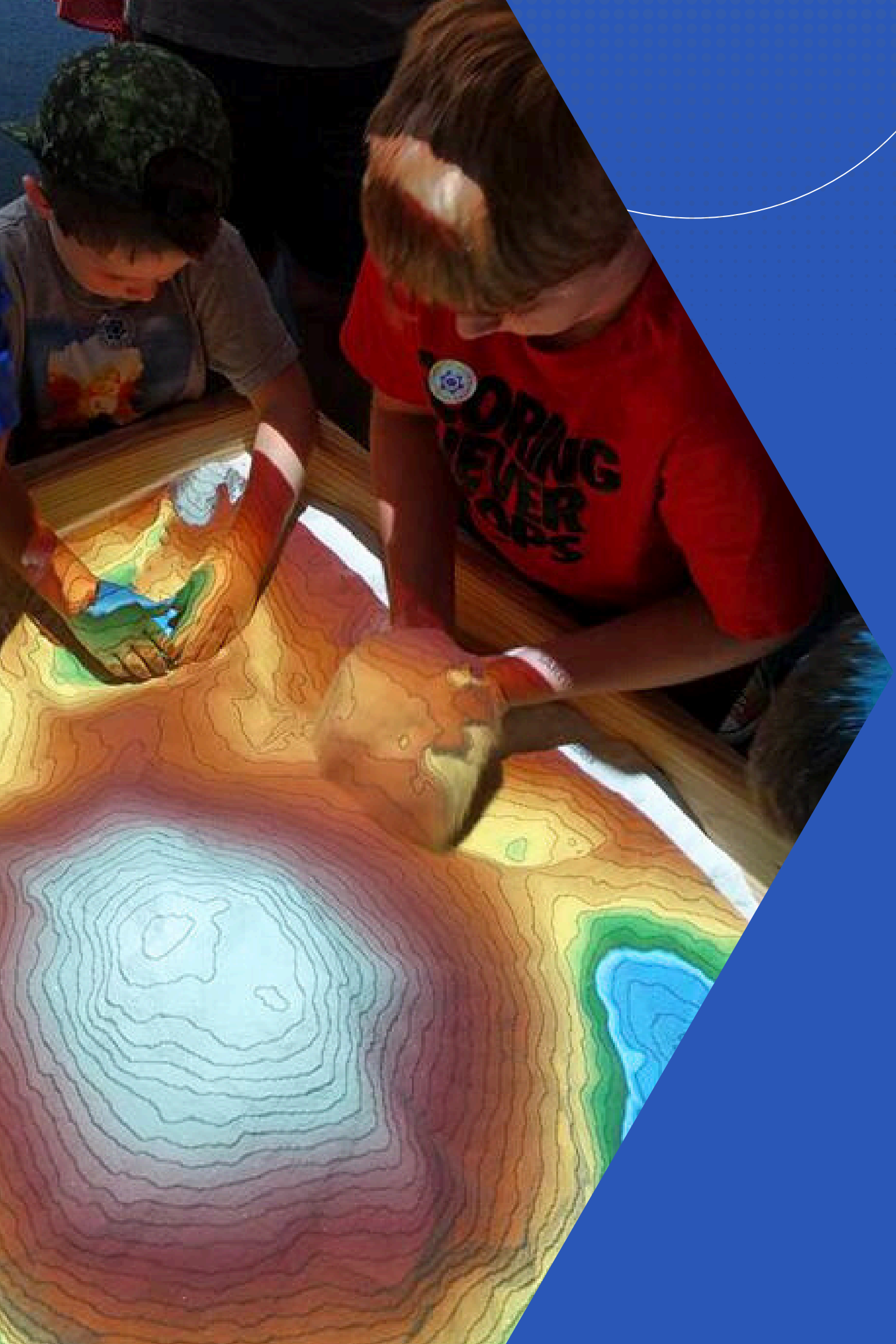
Previous RVA MakerFest events received earned and sponsored coverage from:



Media + Press

Earned and Sponsored





Our Manifesto

Crafting a Sustainable Future

- Celebrate creativity, innovation, and hands-on learning
- Promote environmental stewardship through making
- Foster an inclusive community of makers and creators
- Inspire the next generation of problem-solvers

RVA
MAKERFEST
2024



PARTNERSHIP

YOUR GENEROUS SUPPORT WILL
MAKE A LASTING IMPACT IN OUR
COMMUNITY AND WILL
CONTINUE RVA MAKERFEST'S
MISSION FOR YEARS TO COME

Support Level

Innovator

\$10,000 Title Sponsor

- Top-tiered, prominent logo acknowledgement of event support across all digital, printed and media communications
- Profiled and featured on RVAMakerFest.com
- Dedicated social media promotions and highlighted posts as the event Title Sponsor
- Publicly recognized at Pre-Event celebration and festival
- Featured maker vendor with preferred placement and booth size at RVA MakerFest
- Reserved parking passes
- Ten (10) festival food vouchers

Support Level
Builder

\$5,000 Gold Sponsor

- Prominent logo acknowledgement of event support across all digital, printed and media communications
- Dedicated social media promotions and highlighted posts as the event Gold Sponsor
- Profiled on RVAMakerFest.com
- Publicly recognized at Pre-Event celebration and festival
- Featured maker vendor with high traffic placement at RVA MakerFest
- Six (6) festival food vouchers

Support Level
Creator

\$3,000 Silver Sponsor

- Logo acknowledgement of event support across all digital and printed communications
- Dedicated social media promotions as the event Silver Sponsor
- Profiled on RVAMakerFest.com
- Publicly recognized at Pre-Event celebration and festival
- Maker vendor with high traffic placement at RVA MakerFest
- Four (4) festival food vouchers

Support Level
Visionary

\$1,000 Bronze Sponsor

- Logo acknowledgement of event support across all digital and printed communications
- Profiled on RVAMakerFest.com
- Publicly recognized at Pre-Event celebration and festival
- Maker vendor at RVA MakerFest
- Two (2) festival food vouchers

Support Level

Community

In-Kind/Media Sponsor

- Logo acknowledgement of event support across all digital and printed communications
- Exclusivity as the premier media partner for digital, telecast or printed publication
- Publicly recognized at Pre-Event celebration and festival
- Press/Media passes available upon request

“ One of Richmond’s finest festivals.

A celebration of the craftsmanship and talent in the Richmond Region. A great place to get hands on, learn a few things, and do some early gift shopping for the Holiday Season.”

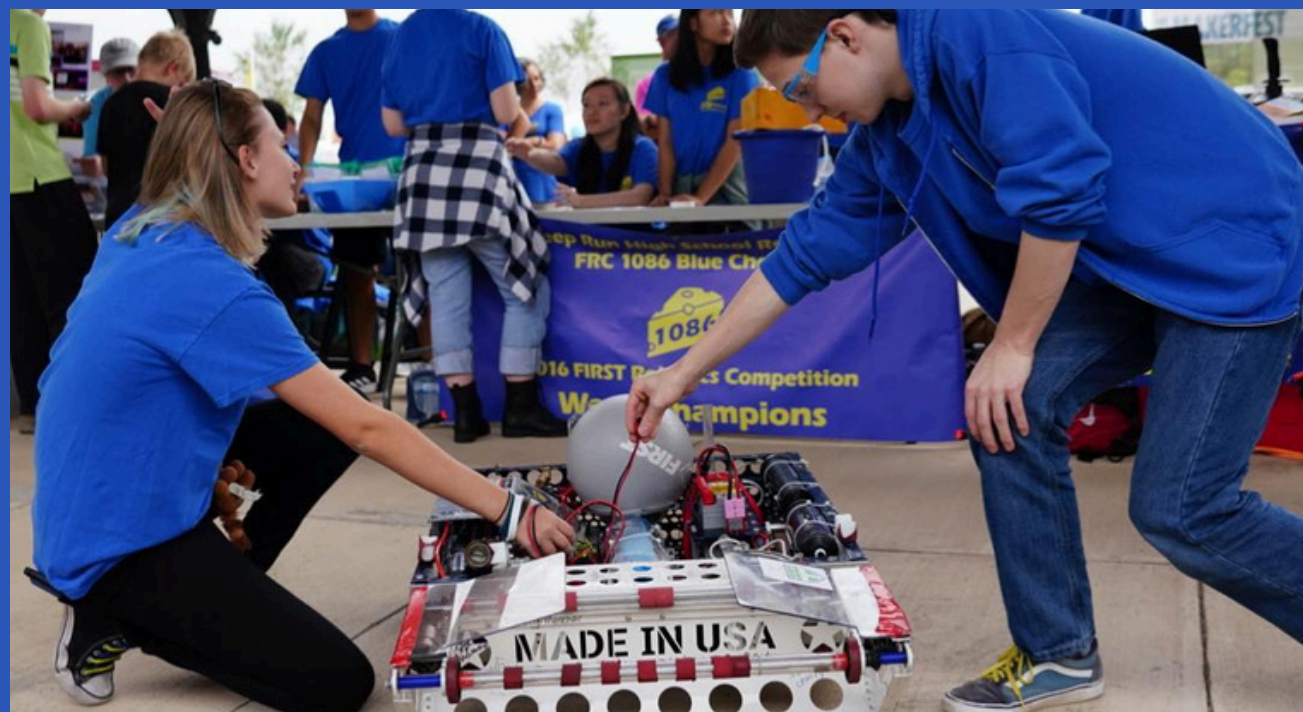
Bert Green recommends RVA MakerFest.

June 12, 2018, Meta/Facebook Reviews

RVA

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CONTACT US



**MINH NGO
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