

Illinois MakerLab

Learn, Make, Share

Corporate Opportunities Guide

The Illinois MakerLab is the world's first 3D printing lab, situated in a College of Business. Our objective is to provide University of Illinois faculty and students with the knowledge and resources to be at the forefront of the emerging maker movement. We do this by teaching users how to design, manufacture, and market physical objects. 3D printing (and the emerging Maker Movement) provides a means of democratizing innovation by empowering individuals with the know-how and tools to manufacture the objects they consume. Thus, this technology has important implications for many facets of business, including manufacturing, distribution, retailing, and consumer behavior. More information at <http://MakerLab.illinois.edu>

Program Event Title: Corporate Sponsorship

Description of event: Sponsorship of the MakerLab

Date: Annual Sponsorship

Location: Illinois MakerLab, College of Business, University of Illinois at Urbana-Champaign
About 1000 students/faculty/executives have been to the lab in the Spring and Fall 2013 semesters. This number will increase as we scale our operations. We get significant

Attendees: press coverage as well (<http://makerlab.illinois.edu/category/media-coverage/>)

Financial Support: (Annual) Platinum: \$25,000, Gold: \$10,000, Silver : \$5,000 per year

Support Deadline: Ongoing

Recognition and Branding:

Platinum: \$25,000 per year

1. Listing as a Platinum Level sponsor on our sponsor board within the MakerLab
2. Top listing on our sponsor's webpage with large logo
3. Featured placement on MakerLab collateral materials
4. Invitation to MakerLab Annual Conference and special events
5. Ten hours of dedicated MakerLab Guru time per week

6. Membership on the MakerLab Advisory Board

Gold: \$10,000 per year

1. Listing as a Silver Level sponsor on our sponsor board within the MakerLab
2. Listing on our sponsor's webpage with medium logo
3. Listing on MakerLab collateral materials
4. Invitation to MakerLab Annual Conference and special events
5. Five hours of dedicated MakerLab Guru time per week

Silver: \$5,000 per year

1. Listing as a Bronze Level sponsor on our sponsor board within the MakerLab
2. Listing on our sponsor's webpage with small logo
3. Listing on MakerLab collateral materials
4. Invitation to MakerLab Annual Conference and special events

Program Event Title: Annual Makers Conference

Description of event: This conference will bring together thought leaders in the Maker Movement and corporations seeking to leverage this trend of open innovation. The conference will also highlight the role of the maker movement in education and the theme of learning by making.

Date: April

Location: Illinois MakerLab, College of Business, University of Illinois at Urbana-Champaign

Attendees: Upto 500 students /faculty/corporates from across the Midwest

Financial Support: \$10,000/ \$5,000 /\$2,500

Support Deadline: Jan 31th

Recognition and Branding:

Bronze: \$2,500 – logo on MakerLab website, listing on all marketing materials for specific conference, logo highlighted at conference, 2 free conference registrations

Gold: \$5,000 – Bronze benefits + company representative speaker slot, 4 free conference registrations

Platinum : \$10,000 – Gold benefits + plus input on conference agenda and speaker recruitment, 8 free conference registrations.

Program Event Title: “Friday’s at the Lab” Workshop Series

Description of event: Every Friday, we organize hour long workshops to help students get started with 3D modeling, scanning or printing, and on digital making with microcontrollers (arduinios etc). Students, faculty or external speakers lead these workshops, with expertise in the relevant topic.

Date: Weekly workshops on Fridays.

Location: Illinois MakerLab, College of Business, University of Illinois at Urbana-Champaign

Attendees: Upto twenty students /faculty from across campus for each workshop.

Financial Support: \$1000: Workshop Series Sponsor (Only two spots available each semester).

Support Deadline: Spring : Jan 31st , Fall : September 1st

Recognition and Branding:

We have about nine workshops a semester, with a maximum of twenty attendees in each workshop. Benefits include listing on MakerLab website as workshop sponsor, opportunity to lead a workshop relevant to the mission of the lab, listing on any interface for disseminating workshop materials and on any emails for workshop signups. In addition, you get 20 hours of free design/scanning/printing services which is worth \$1000 itself.

Program Event Title: Sponsor a Guru

Description of event: Sponsor a Guru(lab assistant) for a year (Fall/Spring), and have your logo advertised on the t-shirt the guru wears every time he/she is in the lab. Guru's work 10-15 hours a week in the lab.

Date: Ongoing

Location: Illinois MakerLab, College of Business, University of Illinois at Urbana-Champaign

Attendees: All visitors to the lab (about 50 a week) will be exposed to the advertising

Financial Support: \$2500 (only four guru sponsorships available every year)

Support Deadline: Spring : January 31st , Fall : September 1st

Recognition and Branding:

Listing on MakerLab website and logo/message on Guru t-shirt.

Program Event Title: "Making Things" Course

Description of event: The goal of this course is to teach students how to turn digital designs into physical products using the 3D printing technology available in the Illinois MakerLab, the world's first Business School 3D printing lab. The Lab is equipped with a dozen MakerBot 3D printers, two 3D scanners, and six computers. In this course, students from business, engineering, and art & design will work together in teams to conceptualize, design, prototype, manufacture, and market a new to the world product. The students will

Date: Spring 2014

Location: Illinois MakerLab, College of Business, University of Illinois at Urbana-Champaign

Attendees: Twenty one Juniors and Seniors, recruited from Art&Design, Business and Engineering

Financial Support: \$5000 as Course Supporter

Support Deadline: January 31st, 2014

Recognition and Branding:

Listing on MakerLab website and on student syllabus as course supporter, opportunity to guest lecture a class and judge final student presentations at the end of the course, opportunity to network with students for potential hire.

Program Event Title: Sponsor a Printer

Description of event: Sponsor a 3D printer in the lab, and your logo/message will stay on a printer for one year.

Date: Ongoing

Location: Illinois MakerLab, College of Business, University of Illinois at Urbana-Champaign

Attendees: All visitors to the lab (about 50 a week) will be exposed to the advertising

Financial Support: \$2500 (upto 10 printer sponsorships available every year)

Support Deadline: Spring : January 31st , Fall : September 1st

Recognition and Branding:

Listing on MakerLab website and logo/message on printer.