



2026 EVENT PARTNERSHIP

**VIP Event
Sponsor**



EDUCATIONAL

Impact

MEET SHARRELL!

Sharrell Howard, our Education Experience Strategist, plays a vital role in ensuring success at every level. She oversees teacher certification training and support, while also managing our curriculum, ensuring educators have the tools and guidance they need to deliver impactful Make48 challenges in their classrooms. She brings years of experience as an architectural engineer and celebrated educator to Make48's Education team.

Inspiring the Next Generation of Innovators

In 2025, Make48 continued to empower students through hands-on learning and real-world problem-solving. The Make48 Innovation Experience[®] in the classroom, provides curricular resources to guide your students through the process of creating a product that solves a real-world challenge. This Creator's Playbook covers key aspects of innovation and prototyping, including team building, ideation, marketing, patenting, and product licensing, just like our live events!



Now Even More Ways to Watch Make48!

This Old House's free, live maker channel in partnership with Roku, has put Make48 front and center for the last 3 years. Based on 9 seasons airing on Roku's This Old House Maker Channel and YouTube, Make48's 2026 projected reach will total approximately 24 million people. Season 10 has a projected viewership on Roku's This Old House Maker Channel and YouTube of approximately 200K viewers per month or 2.4M total for the year. In addition to this, 5 events will take place with local PR and social media reach.

Where to Watch Seasons of Make48...



THIS OLD HOUSE
**MAKERS
CHANNEL**



LAUNCHING

Exciting Events!

COMMITTED TO INCLUSION

The spirit of innovation is a part of all of us. Make48 has committed to doing its part to ensure the diversity of innovators represented in its programming reflects this core belief. As such, it has developed a number of demographic goals for all those who are involved in our competitions:

- **50% female**
- **30% minority**
- **30% underserved**

In addition, Make48 continues to hold outreach sessions to recruit from underserved communities, including those with visual impairments and youth in poverty.

Career Pathways Brings Innovation and Education to Bracket-Style Competition

For Make48's **Career Pathways series**, teams of middle school through college-age students, captained by their teachers or corporate partners, will compete in a bracket-style competition on college campuses! Within these ecosystems, the next generation of innovators await, and Make48 is unleashing their potential along with their school pride and competitive spirit.

Season 10 will provide recruitment opportunities for universities, talent and internship recruitment for businesses, and career exploration for students. Both industry professionals and college student "Tool Techs" will be there to help the teams at each event, filmed throughout 2026 at four Regional Events and one National Event. Each Make48 event is sponsored by local and national businesses, with numerous opportunities to match your mission, community engagement goals, marketing goals, and budgets. Plus, it's a great opportunity to reach key demographics!



CAREER PATHWAYS SERIES

FOUR EPISODE NATIONAL CHAMPIONSHIP
With the top two teams from each Regional Playoff

REGION ONE

CLASSROOM CHALLENGE: POD 1

CLASSROOM CHALLENGE: POD 2

CLASSROOM CHALLENGE: POD 3

CLASSROOM CHALLENGE: POD 4

CLASSROOM CHALLENGE: POD 5

CLASSROOM CHALLENGE: POD 6

CLASSROOM CHALLENGE: POD 7

CLASSROOM CHALLENGE: POD 8

REGION TWO

CLASSROOM CHALLENGE: POD 9

CLASSROOM CHALLENGE: POD 10

CLASSROOM CHALLENGE: POD 11

CLASSROOM CHALLENGE: POD 12

CLASSROOM CHALLENGE: POD 13

CLASSROOM CHALLENGE: POD 14

CLASSROOM CHALLENGE: POD 15

CLASSROOM CHALLENGE: POD 16

REGION THREE

CLASSROOM CHALLENGE: POD 17

CLASSROOM CHALLENGE: POD 18

CLASSROOM CHALLENGE: POD 19

CLASSROOM CHALLENGE: POD 20

CLASSROOM CHALLENGE: POD 21

CLASSROOM CHALLENGE: POD 22

CLASSROOM CHALLENGE: POD 23

CLASSROOM CHALLENGE: POD 24

REGION FOUR

CLASSROOM CHALLENGE: POD 25

CLASSROOM CHALLENGE: POD 26

CLASSROOM CHALLENGE: POD 27

CLASSROOM CHALLENGE: POD 28

CLASSROOM CHALLENGE: POD 29

CLASSROOM CHALLENGE: POD 30

CLASSROOM CHALLENGE: POD 31

CLASSROOM CHALLENGE: POD 32

768 TEAMS

128 SCHOOLS

32 REGIONAL WINNERS

4 PLAYOFFS

1 NATIONALS



BUILDING *Partnerships*

PROVEN TRACK RECORD

Built on the principles of collaboration and community, Make48 creates an ecosystem of innovation by building partnerships with local universities, makerspaces, and corporations to bring the community alive. Make48 worked with a number of world-class brands in 2025 - including Alliant Energy, Lincoln Welders, Fastenal, Corteva, and Harley-Davidson. We bring communities, companies, and makers together, proving that with collaboration, we are greater than the sum of our parts. As we continue to expand, we're creating new opportunities for content and business development among all those involved in making, STEM, and innovation education. We hope that you can be part of the conversation.

Thank You to
Our Sponsors

VIP Night Sponsor (\$22,500)

On the second afternoon of the competition, there is an opportunity for leaders throughout the community to come and tour the competition, engage with the teams, and network. The VIPs consist of sponsors, community leaders, representatives from local colleges and universities, as well as organizations who serve in the world of innovation, entrepreneurship and bettering the economy. As the presenting sponsor for the VIP event, your benefits include:

Event Deliverables

- Presenting Sponsor for the VIP event - 2nd afternoon of the competition
- Opportunity to address all in attendance in the form of a fireside chat with Make48
- Prominent branding on step & repeat banner for the photography for the 2nd afternoon
- Can lend up to 2 employees to be engaged in the competition as Tool-Techs that help the teams with their prototypes, marketing videos or sales sheets (\$10,000 value)
- Full access to all photography from the event
- Includes 3 tickets to Kickoff, VIP Event and Closing Ceremonies of the competition

Media Deliverables

- Will have the opportunity to be interviewed by the Make48 Film Crew during the competition at a time determined by the filming schedule. Make48 will include part of the interview in one of the episodes produced from the event
- Logo inclusion at the end of the [sizzle](#) reel produced from the event
- Logo inclusion at the end of the [episodes](#) produced from the event

Year Round Deliverables

- Company branding/logo inclusion on the dedicated city event webpage for 12 months

Additional Benefits

- Part of your investment includes a \$2,500 giveback to the host location
- Can also donate over and above your sponsorship to the makerspace or prize pool for the teams in the way of money or equipment

Don't see something you need? The Make48 team will customize all partnerships to meet the needs of you and your team. Please contact Tom Gray at Tom@Make48.com.

FASTENAL

DB
DeBruce
FOUNDATION

CORTEVA
agriscience

ShopBot



MakerBot

ACE
Hardware

E
EpilogLaser

LINCOLN
ELECTRIC

StanleyBlack&Decker

dynamism

Alliant
Energy





SOCIAL MEDIA + CONTACT INFO

- Email: tom@Make48.com
- Website: <https://www.make48.com>
- YouTube: [@Make48](https://www.youtube.com/@Make48)
- Instagram: [gomake48](https://www.instagram.com/gomake48)
- Twitter: [gomake48](https://twitter.com/gomake48)
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