



## 2026 EVENT PARTNERSHIP

**Host  
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.

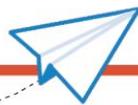
## Inspiring the Next Generation of Innovators

In 2025, Make48 continued to empower students through hands-on learning and real-world problem-solving. The Make48 Innovation Experience<sup>®</sup> 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!



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

	REGION ONE   3-4 EPISODES	REGION THREE   3-4 EPISODES	
<b>REGION ONE</b>	CLASSROOM CHALLENGE: POD 1	1. _____	CLASSROOM CHALLENGE: POD 17
	CLASSROOM CHALLENGE: POD 2	2. _____	CLASSROOM CHALLENGE: POD 18
	CLASSROOM CHALLENGE: POD 3	3. _____	CLASSROOM CHALLENGE: POD 19
	CLASSROOM CHALLENGE: POD 4	4. _____	CLASSROOM CHALLENGE: POD 20
	CLASSROOM CHALLENGE: POD 5	5. _____	CLASSROOM CHALLENGE: POD 21
	CLASSROOM CHALLENGE: POD 6	6. _____	CLASSROOM CHALLENGE: POD 22
	CLASSROOM CHALLENGE: POD 7	7. _____	CLASSROOM CHALLENGE: POD 23
	CLASSROOM CHALLENGE: POD 8	8. _____	CLASSROOM CHALLENGE: POD 24
<b>REGION TWO</b>	CLASSROOM CHALLENGE: POD 9	9. _____	CLASSROOM CHALLENGE: POD 25
	CLASSROOM CHALLENGE: POD 10	10. _____	CLASSROOM CHALLENGE: POD 26
	CLASSROOM CHALLENGE: POD 11	11. _____	CLASSROOM CHALLENGE: POD 27
	CLASSROOM CHALLENGE: POD 12	12. _____	CLASSROOM CHALLENGE: POD 28
	CLASSROOM CHALLENGE: POD 13	13. _____	CLASSROOM CHALLENGE: POD 29
	CLASSROOM CHALLENGE: POD 14	14. _____	CLASSROOM CHALLENGE: POD 30
	CLASSROOM CHALLENGE: POD 15	15. _____	CLASSROOM CHALLENGE: POD 31
	CLASSROOM CHALLENGE: POD 16	16. _____	CLASSROOM CHALLENGE: POD 32
	<p><b>768</b> TEAMS</p> <p><b>128</b> SCHOOLS</p> <p><b>32</b> REGIONAL WINNERS</p> <p><b>4</b> PLAYOFFS</p> <p><b>1</b> NATIONALS</p>		



# 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.

## Host Sponsor (\$20,000)

Hosting a Make48 Event is great exposure for the host location. Throughout the 3-day event, people from around and outside of the community have the opportunity to come and view the competition and your space. This is an excellent opportunity for potential supporters and backers of your space to see it in action. Your space will also be featured in all media produced from the event as well as the possibility for local media to come and report on the event. As the Host Sponsor, your benefits include:

- Host location for Make48 competition- potential of 150 people to come through your space over the course of 3 days
- Invite 20 VIPs to attend the event during the VIP event
- You will be interviewed and parts will be shown during the episodes
- Your space will receive location branding on all media produced from the event

### Event Deliverables

- Opportunity for staff and members to be "hands-on" during the competition as Tool-Techs and volunteers to guide and build the prototypes for the teams and help with the overall event
- Makerspace/School logo on the all-sponsor banner at the event
- Full access to all photography from the event
- 3 days of interaction with teams, VIPs and the community
- Includes 5 tickets to Kickoff, VIP event and Closing Ceremonies of the competition

### Media Deliverables

- Prominent logo Inclusion at the beginning and end of the [sizzle](#) reel produced from the event
- Prominent logo inclusion at the beginning and end of the [episodes](#) produced from the event

### Year Round Deliverables

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

### Additional Benefits

- Opportunity to add to the prize pool for the teams

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](mailto:Tom@Make48.com).**



Thank You to  
Our Sponsors



## SOCIAL MEDIA + CONTACT INFO

- Email: [tom@Make48.com](mailto: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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