



2026 EVENT PARTNERSHIP

**Challenge
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!



The diagram illustrates the structure of the Career Pathways Series Championship. It features four regional playoff brackets (Region One, Region Two, Region Three, and Region Four) leading into a central four-episode national championship bracket. Each regional bracket lists classroom challenges (POD 1 through POD 32) and provides a space for recording the results of each episode. The central championship bracket shows the progression from 768 teams to 128 schools to 32 regional winners, culminating in 4 playoff teams and 1 national winner.

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

Challenge Sponsor (\$90,000)

Includes Closing Ceremonies sponsorship valued at \$17,500

Includes YouTube Media Sponsorship valued at \$17,500

Event Deliverables

- Decide the Challenge for the teams to solve
- Receive 90 days to hold and protect the Intellectual Property created at the event in exchange for a cash prize to each team that IP is acquired
- Nominate 1-2 people for the preferred judging panel
- Nominate up to 4 employees to mentor the teams throughout the process
- Prominent logo recognition on customized banner
- Opportunity to give the teams a 5-minute pep talk before the start of the competition
- Full access to all photography from the event
- Includes 5 tickets to Kickoff, VIP night and Closing Ceremonies of the competition

Media Deliverables

- Customized social media and communications activation
- The opportunity to be interviewed by the Make48 film crew during the competition. Make48 will include part of the interview in the 25-minute episodes
- Prominent logo inclusion on the front and back of the [sizzle reel](#) created from the event
- Prominent logo inclusion at the beginning and end of the YouTube [episodes](#) "presented by" OR Opportunity to add a :15 second bumper to the beginning of the episodes promoting your company (provided to Make48 by Sponsor)
- Guaranteed minimum 100,000 views on YouTube in local community or Nationally

Year Round Deliverables

- Most prominent branding on the Regional Event webpage for 12 months
- Invitation to the National Competition, which will be filmed for Season 10 of Make48

Additional Benefits

- Part of your investment (up to \$5,000) includes paying for the winning team's flights and accommodations for the National Finale
- Part of your investment (\$5,000) will go towards re-prototyping the winning teams prototype
- 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

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- Instagram: [gomake48](https://www.instagram.com/gomake48)
- Twitter: [gomake48](https://twitter.com/gomake48)
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