Make: Projects

Make Projects applies for Contest

Our users become your ambassadors.
**Make: Projects**, powered by Make:Magazin, is a collaborative platform that brings together makers, engineers, inventors and doers to develop their passions or solve the most persistent challenges of our society. With Make Projects Contest we want to call on our creatively enthusiastic users with a lot of fun in “making” to tune your product, reinvent it, develop it further and / or give it a new use. The whole thing will be evaluated by a hand-picked jury and the winner will be awarded. The jury consists of you as a partner, the Make editor-in-chief Daniel Bachfeld and a responsible editor from the c’t team.

Users advertise for users – user-centered advertising (user-generated content) couldn’t be better.

And that’s how we pick up the makers:

**GET INSPIRATION - SHARE YOUR IDEAS - REVOLUTIONIZE YOUR PROJECTS**

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**THE STEPS**

**PHASE 1** ........................................... **PHASE 2** ........................................... **PHASE 3** ...........................................

**Idea submission**

Jury criteria:
Originality / Creativity / Use Case

**Users create their project**

**Jury awards winners**

Announcement in the magazine and online
WHAT WE OFFER

THE PARTNER PACKAGE

OUR ADVERTISING SERVICE

Ticker
- 2 x ticker messages on heise.de/make and heise.de (both with link to the contest)
  - In each case: at the beginning of the contest and a reminder
  - Naming of the contest and naming of the sponsor

- 1 x a ticker message on www.maker-faire.de
  - Naming of the contest and naming of the sponsor

Banner
- Leaderboard on www.maker-faire.de incl. logo and link to the contest
- AdBundle consisting of Leaderboard, skyscaper and MRT and contest advertising with at least 50,000 ad impressions on Make and heise online incl. promotion of the contest and logo of the sponsor
- Banner advertising on Make Projects
  Run time: 6 weeks
- Sponsored category on Make Projects
  Run time: 6 weeks

Social media
- Promotion of the contest via six social media accounts.

Account Maker Faire Deutschland
- Promotion of the contest through 3 Maker Faire accounts, coordinated with the social media management, incl. naming of the sponsor - link to the contest
  1 x Facebook, 1 x Twitter, 1 x Instagram
  Link to the contest at Make Projekt

Account Make
- Promotion of the contest through 3 make accounts, coordinated with the editorial team, including naming of the sponsor.
  1 x Facebook, 1 x Twitter, 1 x Instagram
  Link to the contest at Make Projekt

Print
- 2 x 1/1 page in Make Magazin or
  4 x 1/2 page in Make Magazin
  Circulation: 28,299 copies (subscription rate: 68%)*
*Publisher’s January 2021

PACKAGE RATE: € 14,000 plus the prize to be drawn (from you own product range, discount in your webshop, shopping vouchers etc.)
## WHAT WE OFFER

### THE SPONSOR PACKAGE

<table>
<thead>
<tr>
<th>Ticker</th>
<th>Banner</th>
<th>Social media</th>
<th>Print</th>
</tr>
</thead>
<tbody>
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<td>• Leaderboard on <a href="http://www.maker-faire.de">www.maker-faire.de</a> incl. logo and link to the contest • AdBundle consisting of Leaderboard, Skyscraper and MRT and contest advertising with at least 50,000 ad impressions on <a href="http://www.make.com">Make</a> and <a href="http://www.heise.de">heise online</a>, incl. promotion of the contest and logo of the sponsor</td>
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</table>

**PACKAGE RATE:** € 8.500
## WHAT WE OFFER

### THE SPONSOR PACKAGE

### USE PREFABRICATED CONTEST

<table>
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<tr>
<th>Challenge</th>
<th>Start</th>
<th>End</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better tool-gether-Challenge</td>
<td>February 23</td>
<td>March 21</td>
<td>Love confessions/beautiful gifts/attention that brings a smile; communication with loved ones.</td>
</tr>
<tr>
<td>Easter Challenge</td>
<td>March 11</td>
<td>April 25</td>
<td>Easter - very open, larger scope, all materials - from 3D printing to handmade, eggs, Easter bunnies, nests, baking aids, silicone baking pans,</td>
</tr>
<tr>
<td>Nerd Challenge</td>
<td>April 12</td>
<td>04 May</td>
<td>Nerdiest projects/Comic theme/Fan articles/Cosplays/</td>
</tr>
<tr>
<td>Father’s Day Bollard Challenge</td>
<td>April 18</td>
<td>May 23</td>
<td>Handcart, driving armchairs, companions of all kinds around Father’s Day and Co.</td>
</tr>
<tr>
<td>Energy Saving Challenge</td>
<td>May 11</td>
<td>05 June</td>
<td>Sustainability projects of all kinds/ power supply, smart home/home automation.</td>
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<tr>
<td>Wood Challenge</td>
<td>June 21</td>
<td>August 1</td>
<td>Everything about wood - in the summer you work outside with wood</td>
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<tr>
<td>Metal Challenge</td>
<td>August 09</td>
<td>September 12</td>
<td>Everything about metal</td>
</tr>
<tr>
<td>Halloween Challenge</td>
<td>01 October</td>
<td>November 07</td>
<td>Halloween, scary projects, spooky disguises, horror lights, decorations, fun for young and old.</td>
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<tr>
<td>Christmas Challenge</td>
<td>November 23</td>
<td>December 31</td>
<td>Advent calendar, gifts, decorations, robot Santas, Christmas winter crafts (lights, decorations, gifts, recipes, scents, soaps).</td>
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<tr>
<td>New Year’s Eve Challenge</td>
<td>December 01</td>
<td>05 January</td>
<td>New Year’s Eve without firecrackers - fireworks made of light and co. (Sustainability aspect and animal welfare)</td>
</tr>
</tbody>
</table>
YOUR CONTRIBUTION

As a sponsor, you provide the prize to be raffled - for example, a discount in your own web store, a product, a shopping voucher, etc. - to the customer.

And don't forget – your commitment is needed:
The more attractive the prize is for the Maker scene, the greater the chance for the contest to be successful.

CONTACT

You have questions and would definitely like to be part of it?
We are looking forward to your inquiry.

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