

# 91<sup>ST</sup> ANNUAL CRAFTSMEN'S FAIR

## 2024 SPONSORSHIP + COOPERATIVE MARKETING OPPORTUNITIES

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### WHY PARTNER WITH THE LEAGUE?

The League of NH Craftsmen is one of the nation's premiere art and craft organizations, connecting highly skilled artisans, collectors, and craft enthusiasts. For 90+ years, the League has contributed to New Hampshire's rich cultural heritage by supporting independent craftspeople—its juried members—dedicated to creating objects of beauty, integrity, and utility.

### CONNECT TO CRAFT AUDIENCES

The League's signature event is the Annual Craftsmen's Fair, presented for nine days every August at the base of Mount Sunapee. The Fair is the oldest craft fair in the country and the largest arts event in the state, regularly drawing an audience of **more than 20,000 people from across New England and beyond**. In 2024 we will celebrate the 91<sup>st</sup> Annual Craftsmen's Fair.

The Fair showcases nearly 200 booths of fine craft. Visitors come to speak one-on-one with the makers and learn about their techniques and inspiration. Daily demonstrations and workshops are available to allow visitors to understand how fine craft is made. Live music and delicious artisanal food complement the fine craft, with the mountain as our backdrop.

### GET NOTICED

As a marketing sponsor and partner, your company will benefit from exciting marketing opportunities and will receive a package of advertising, public relations, and direct mailings.

- **Enhance your brand value** by associating with the League's strong reputation for quality and excellence.
- **Share in a marketing plan** which consists of an integrated mix of radio and digital advertising, emails, social media, public relations, and printed material.
- **Leverage your brand** through multiple media and marketing channels that can be tracked through analytics.

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**SPONSOR OUR MISSION**  
to advance, cultivate,  
and champion excellence  
in fine art and craft.

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# SPONSORSHIP + COOPERATIVE MARKETING LEVELS

BENEFITS FOR YOUR COMPANY	LEAD SPONSOR \$10,000	EVENT SPONSOR \$5,000	FAIR EXHIBITION SPONSOR \$3,500	MUSIC SPONSOR \$3,000	EDUCATION SPONSOR* \$1,500	CRAFTSMEN'S TENT SPONSORS \$1,000	PREVIEW PARTY SPONSOR \$750
Opportunity to promote your brand at the League's Fine Craft Gallery at the Hooksett Welcome Center on I-93 North	•						
Business name and logo on rack cards distributed across the state	•						
Business name/logo and link on the League's website for 12 months	•	•	•	•	•	•	
Prominent mentions in digital marketing to include emails, press release, and online/social media advertising, as related to sponsor level	•	•	•	•	•	•	•
Ad in printed Fair Program	full page color	half page color	half page b/w	1/4 page b/w	1/4 page b/w	1/8 page b/w	
Sponsor mentions in Fair Program	•	•	•	•	•	•	•
Prominent signage at the event	Gate Entrance	Information Tent	Exhibition Area	Music Tent	Program Area	Craftsmen's Tent	Exhibition Area
Business name included with music announcements throughout the day				•			
Opportunity to present printed materials to the public at designated locations at the event	•	•	•	•	•	•	•
Recognition of your company over the Fair loudspeaker system	•	•	•	•	•	•	
Business name on Preview Party invitation			•				•
Recognition in Preview Party opening remarks			•				•
Tickets to the Annual Craftsmen's Fair	20	10	8	8	6	4	4
Tickets to the Annual Craftsmen's Fair Preview Party	8	6	4	4	2	2	4

\* select Next Gen, Kids' Activities, Craft Demo/Workshop Tent

## BECOME A SPONSOR

Sign-up online at [nhcrafts.org/join-give/sponsorship](http://nhcrafts.org/join-give/sponsorship)

## QUESTIONS?

Miriam Carter, Executive Director

603.224.3375 Ext. 119 / [mcarter@nhcrafts.org](mailto:mcarter@nhcrafts.org)