



# Gallery at League Headquarters

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**2020 SPONSORSHIP & COOPERATIVE MARKETING OPPORTUNITIES**

# About the League of NH Craftsmen

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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 more than 88 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.

In 2019, the League adopted a new **Strategic Plan**, outlining the current values and mission of the organization.

***We believe fine art and craft is an essential part of the human experience; that fine art and craft adapts to the language and culture of our times; that fine art and craft inspires, enriches and builds community.***

***Our mission is to advance, cultivate and champion excellence in fine art and craft. We achieve our mission through a wide range of educational programs, leadership initiatives, community events, marketplace strategies and supportive services for creators of fine art and craft.***

The League's key event is the **Annual Craftsmen's Fair**. Each year the League presents the Fair for nine days at the Mount Sunapee Resort in Newbury, NH. The Fair is the oldest craft fair in the country and the largest arts event in the state. It regularly draws an audience of more than 20,000 people from across New England and beyond. This year we will celebrate the 87<sup>th</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 so that people can better appreciate how fine craft is made. Live music and delicious artisanal food complement the fine craft, with the mountain as our backdrop.

In 2018, the League added the **Capital Arts Fest**, in partnership with the City of Concord, NH and numerous local businesses and non-profits across the capital region. We brought out big white tents to Main Street to engage new audiences with our craftsmen and their work.

**Capital Arts Fest** is a juried art event which showcases over 60 booths of fine art and craft, including the work of League members as well as talented artists from around New England who live outside our borders. Daily educational demonstrations and live music combined with a craft beer and wine garden and access to our Headquarters Exhibition Gallery create a special event that highlights the Arts District of our capital city.

The **Headquarters** location of the League of NH Craftsmen in Concord features a contemporary gallery space including our Grodin Permanent Collection Museum and the **Exhibition Gallery** where four exhibitions per year are presented. Each exhibition has a theme and features new work from our juried members. The exhibitions utilize a press release to the media as well as email marketing and printed postcards which are mailed out in advance of the public opening reception. In 2019, nearly 5,500 visitors came through our gallery doors.

## WHY PARTNER WITH THE LEAGUE OF NH CRAFTSMEN?



*Jewelry by Paulette Werger*

### **A partnership with the League will allow you to:**

- 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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**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. Specific opportunities are outlined on the following pages.**

# MARKETING AND SPONSORSHIP LEVELS

## Lead Event Sponsor \$10,000

- 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 LNHC Rack Cards distributed across the state
- Logo and link on the League's website for 12 months
- Business name and logo included in digital marketing to include emails and online advertising
- Dedicated social media posts highlighting your partnership with the League
- Featured mentions in event press release and printed materials
- Full page color ad in printed Fair Program or digital CAF program
- Sponsor mentions on Program Table of Contents and Sponsor Page
- Prominent signage at the event entrance including your logo
- Opportunity to present printed materials to the public at designated locations at the event

### ANNUAL CRAFTSMEN'S FAIR

- Twice daily recognition of your company over the Fair loudspeaker system
- 20 one-day tickets to the Annual Craftsmen's Fair
- 8 tickets to the Annual Craftsmen's Fair Preview Party

### CAPITAL ARTS FEST – *LEVEL SOLD THROUGH 2020*

- Tickets to CAF Preview Party



# MARKETING AND SPONSORSHIP LEVELS

## Event Sponsors

**\$5,000 (multiple available)**

- Logo and link on the League's website for 12 months
- Business name and logo included in email marketing
- Prominent mentions in event press and printed materials
- Dedicated social media mentions as a part of a structured marketing campaign
- Prominent event signage
- Opportunity to present printed materials to the public at designated locations at the event
- Half page color ad in Fair printed programs and CAF digital program
- Featured on Table of Contents and Sponsor page in Event Program

### **ANNUAL CRAFTSMEN'S FAIR**

- Twice daily recognition of your company over the Fair loudspeaker system
- 10 one-day tickets to the Annual Craftsmen's Fair
- 6 tickets to the Annual Craftsmen's Fair Preview Party

### **CAPITAL ARTS FEST**

- Tickets to CAF Preview Party



# MARKETING AND SPONSORSHIP LEVELS

## Craftsmen's Fair Exhibition Sponsors \$3,500 (Annual Craftsmen's Fair only)

- Name and link on the League website for 12 months
- Featured mentions in Preview Party press release, social media and electronic newsletters as a part of a structured marketing campaign
- Business name and logo on Preview Party invitation
- Recognition in Preview Party opening and public remarks
- Opportunity to present printed materials to the public at designated locations at the event
- Half page ad in 15,000 printed Fair Programs (b/w)
- Special acknowledgment as Exhibition Sponsor in Fair Programs
- 8 one-day tickets to the Annual Craftsmen's Fair
- 4 tickets to the Annual Craftsmen's Fair Preview Party



*Coat by Annie Frye*



*Art, Craft & Design: The Exhibition*



*Sculpture Garden 2019  
Work by Jay Aubertin*

# MARKETING AND SPONSORSHIP LEVELS

## Event Music Sponsors

**\$3,000 (multiple available at the Fair, one available at CAF)**

- Name and link on the League website for 12 months
- Featured mentions in event press release, social media and electronic newsletters as a part of a structured marketing campaign
- Prominent signage adjacent to performance area at events
- Logo included adjacent to music schedules in the Fair printed programs and CAF digital program
- Recognition of your company with music announcements
- Quarter page ad (b/w) in Fair printed programs and CAF digital program
- Opportunity to present printed materials to the public at designated locations at the event

### **ANNUAL CRAFTSMEN'S FAIR**

- 8 one-day tickets to the Annual Craftsmen's Fair
- 4 tickets to the Annual Craftsmen's Fair Preview Party

### **CAPITAL ARTS FEST**

- Tickets to CAF Preview Party



*Annual Craftsmen's Fair*



*Capital Arts Fest*

# MARKETING AND SPONSORSHIP LEVELS

## Headquarters Exhibition Sponsor \$2,500

(Four exhibitions available per year)

- Logo on Exhibition postcard and other printed materials
- Name and link on the League's website for the duration of the exhibition (approximately three months)
- Featured mentions in exhibition press release, social media and electronic newsletters as a part of a structured marketing campaign
- Recognition within the Headquarters Gallery as the exhibition sponsor



*Reception desk at League Headquarters*





# MARKETING AND SPONSORSHIP LEVELS

## Education Sponsors

**\$1,500 (multiple available)**

- Name and link on the League website for 12 months
- Featured mentions in event electronic newsletters as a part of a structured marketing campaign
- Prominent signage adjacent to educational area at event
- Quarter page ad (b/w) in Fair printed programs and CAF digital program
- Sponsor mentions in Event program on sponsor page and adjacent to Education information
- Business/brand corporate name and logo on signage at the Education Tent that you sponsor
- Opportunity to present printed materials to the public at designated locations at the event

### **ANNUAL CRAFTSMEN'S FAIR**

- 6 one-day tickets to the Annual Craftsmen's Fair
- 2 tickets to the Annual Craftsmen's Fair Preview Party
- The choice of sponsoring one of the Fair Education Tents (based on availability):
  - Next Generation Tent
  - Kids' Activity Tent
  - Craft Demonstration Tents/Workshop Tents including glass blowing, pottery and blacksmith tents

### **CAPITAL ARTS FEST**

- Tickets to CAF Preview Party



*Annual Craftsmen's Fair*



*Capital Arts Fest*

# MARKETING AND SPONSORSHIP LEVELS

## Craftsmen's Tent Sponsors \$1000

- Name and link on the League website for 12 months
- Featured mentions in event electronic newsletters as a part of a structured marketing campaign
- Noted on signage at event
- Eighth page ad (B/W) in Fair printed programs and CAF digital program
- Sponsorship acknowledged in the Event Program on the Sponsor page
- Opportunity to present printed materials to the public at designated locations at the event

### ANNUAL CRAFTSMEN'S FAIR

- 4 one-day tickets to the Annual Craftsmen's Fair
- 2 tickets to the Annual Craftsmen's Fair Preview Party

### CAPITAL ARTS FEST

- Tickets to CAF Preview Party



*Capital Arts Fest*



*Annual Craftsmen's Fair*

## Fair Preview Party or Event Opening Gala Sponsors \$750

- Listing as party sponsor on printed invitations
- Sponsor mentions in Preview Party/Opening Gala and overall event publicity
- Recognition in public remarks at party
- Opportunity to present printed material about your organization at our Fair Information Tent

### ANNUAL CRAFTSMEN'S FAIR

- 4 one-day tickets to the Annual Craftsmen's Fair
- 4 tickets to the Annual Craftsmen's Fair Preview Party

### CAPITAL ARTS FEST

- Tickets to CAF Preview Party



*ACF Preview Party 2019*



**Customized sponsorship opportunities are possible!**

**We are creative thinkers and welcome the opportunity to work out a great partnership model!**

Contact Executive Director Miriam Carter at [mcarter@nhcrafts.org](mailto:mcarter@nhcrafts.org) or call League Headquarters at 603-224-3375

**THANK YOU FOR SUPPORTING THE LEAGUE!**