



# SPONSORSHIP DECK 2020

MAINE CRAFT WEEKEND  
DATE: OCTOBER 3 + 4  
LOCATION: STATEWIDE

## OVERVIEW

Maine Craft Weekend is an annual statewide tour of Maine craft studios, businesses and events. Maine Craft Weekend offers an opportunity for the public to explore the life and work of craft artists and businesses in Maine, and for artists to connect with craft enthusiasts, collectors and visitors behind-the-scenes.

**Expected Attendees:** Thousands of attendees from greater New England and hundreds of artists participating throughout the state!

## INCLUDED WITH ALL SPONSORSHIP LEVELS:

- Logo + Link on MCA Funder page
- Name + Link on Funder list in all MCA newsletters (sent to 12,000 contacts)
- Sponsor Recognition on Instagram 4300 + 1800 Followers on two MCA accounts
- Sponsor Recognition on Facebook 2800 + 3500 + 7100 friends and followers on three MCA profiles
- Sponsorship recognition in all event press releases and standard communications

## CONTACT DETAILS

Sadie Bliss, MCA Director  
Cell: 207-205-0791  
sadie@mainecrafts.org  
www.mainecrafts.org  
Maine Crafts Association  
PO Box 342 Gardiner, ME 04345

## \$2500 PRESENTING SPONSOR

### Maine Craft Weekend, Presented by: You!

Be the exclusive presenting sponsor with your brand alongside all Maine Craft Weekend marketing and communications. Maine Craft Weekend is promoted and distributed throughout New England in Downeast Magazine, Artscope and more: Your logo will be prominently featured in these ads as well as on the MCW poster and postcard distributed throughout Maine.

### Double the Sponsorship: Exclusive Sponsor of October Exhibition @ Center for Maine Craft

The Maine Crafts Association presents an exhibition of Maine made axes and ax making history at the Center for Maine Craft in West Gardiner Maine. Sponsoring this extends the sponsorship promotion for the whole month of October and includes wall text, additional web & social promotion with the exhibition! Expected exhibition attendance is 12,000 Center visitors. This exhibition is promoted as a stand-alone and greatly increases the marketing reach of this sponsorship level.

### & More

Includes all benefits of lower level Sponsorships - including booth @ Portland Fine Craft Show and Sponsorship of the 2020 Craft Apprentice Program Exhibition

## \$1000 MAJOR SPONSOR

### Craft Apprentice Program Exhibition Sponsor

Join Maine Home & Design, Watershed Center for the Ceramic Arts, The National Endowment for the Arts and The Maine Arts Commission in supporting this program nurturing emerging artists! This exhibition is promoted as a stand-alone and greatly increases the marketing reach of this sponsorship level.

Your logo will be included in the Exhibition 1/2 page ad in Maine Home & Design

This sponsorship will be promoted on the mainecap.org site, the mainecraftweekend.org site; as well as the opening celebration coordinated with Maine Craft Weekend!

Major Sponsor Recognition on MaineCraftWeekend.org HOME PAGE in addition to the standard Sponsor Page. Greeting all site visitors!



## \$750 WEEKEND SPONSOR

### Double Up: Event Marketing + In-Person Connections

Make connections and grow your brand with Maine Craft Weekend standard and extensive sponsorship benefits and ALSO promote your brand to 5000-8000 people at the Portland Fine Craft Show in August with a promotional booth display! This double event two-pronged sponsorship strategy promotes your brand to our members, buyers, supporters and the general public in person, online and in print for over four months!

## \$500 WEEKEND SPONSOR

### Brand Alignment: Web & Social Media Post

This special post presents this level and above sponsors in a CIF movie, mixed with program images and MCW logo. It also serves a fun and sharable post for sponsors to share their support of the event.

Logo in second or third row "All Supporter Logo Bar" – the graphic grouping of the all sponsors at all levels to be included in most printed show advertising.

### & More

Plus everything listed under 'Included with All Sponsorship Levels' (page 1)



## \$250 WEEKEND SUPPORTER

### All Supporter Logo Bar

Your Logo will go on the second or third row of our "All Supporter Logo Bar" – the graphic grouping of all the sponsors at all levels to be included in most printed show advertising.

### & More

Plus everything listed under 'Included with All Sponsorship Levels' (page 1)

