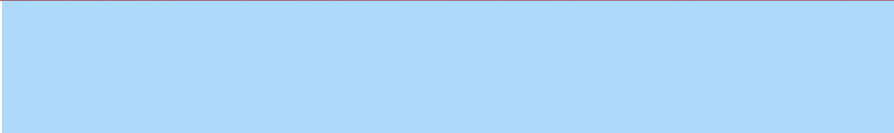


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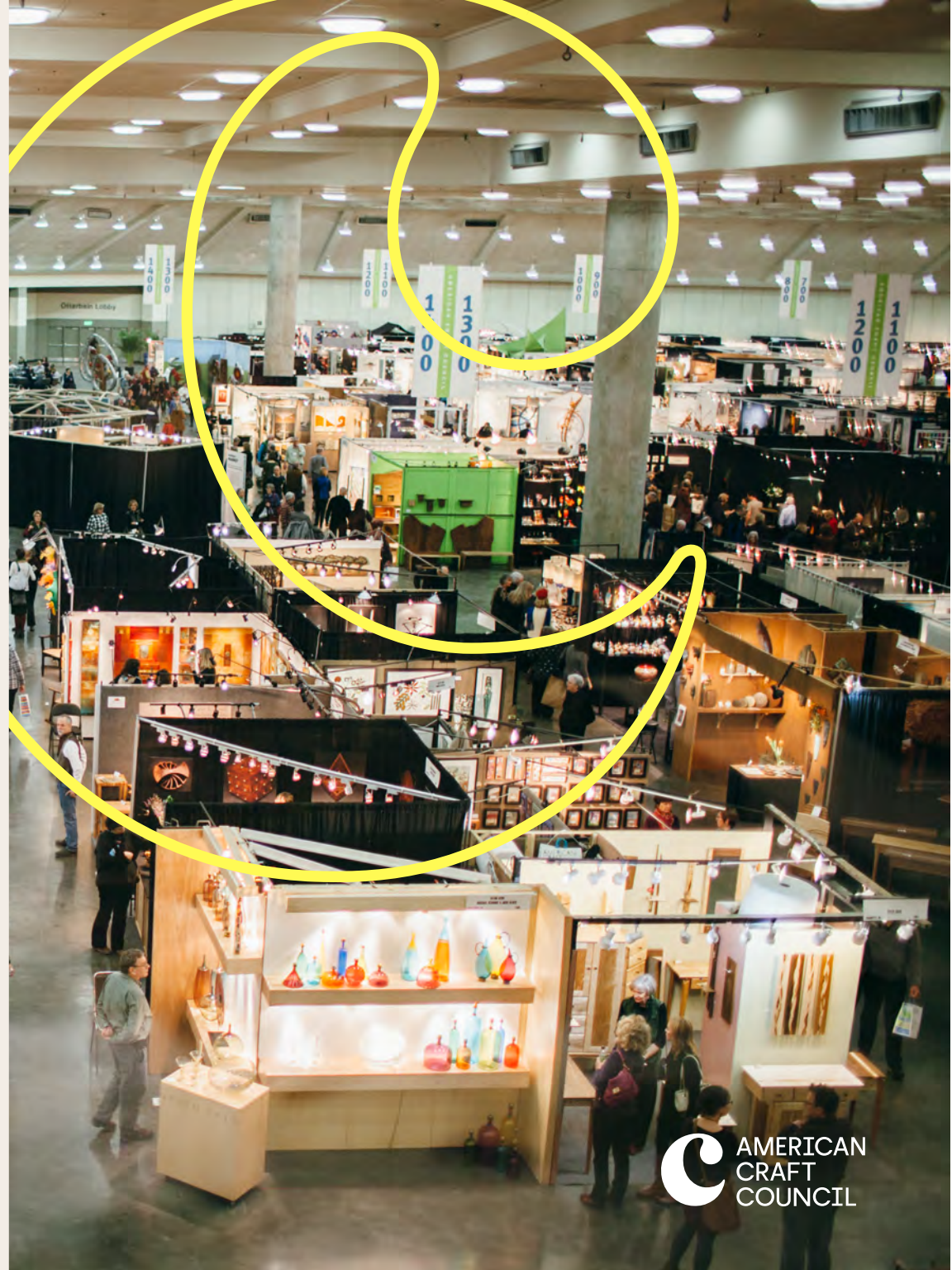
SPONSORSHIP OPPORTUNITIES



AMERICAN CRAFT MADE is the largest juried craft show on the East Coast, featuring work by 400+ of the nation's best handcraft artists and makers, and an array of regional craft organizations and partners.

American Craft Made is the flagship event of the American Craft Council. Building upon an 80+ year legacy of tradition and innovation, the American Craft Council is at the forefront of the American craft renaissance. As a nationwide, membership-based nonprofit, we produce unique experiences that support rising and established makers and foster a broad appreciation of the handcrafted. Honoring a diversity of craft practices, we continue to cultivate an ever-expanding community – welcoming all who believe that making creates a meaningful world.

Alongside its marketplaces and festivals, ACC publishes *American Craft*, one of the leading magazines for makers and appreciators of the handcrafted.





WHO ATTENDS:

Sponsors of American Craft Made reach event attendees who travel from around the country, alongside exhibiting artists, media representatives, art and craft collectors, and craft enthusiasts.

Recognition also extends out across America through ACC's newsletters and visibility in American Craft magazine*. The event also attracts numerous representatives of regional craft organizations, museums, galleries, and cultural entities.

12,000+
attendees

400+
artists

\$2.7 million
in artist sales
in 2024

170,000,000+
media
impressions



OUR AUDIENCES:

- Represent the highest 10% of annual household income.
- Value craftsmanship and quality; the handmade over mass produced.
- Value and engage in community.
- Value sustainability.
- Seek experiences related to the handmade.

WHY BECOME A SPONSOR?

Sponsors of **American Craft Made Baltimore** receive a unique platform to showcase their commitment to creativity, craftsmanship, and community.

By aligning with this prestigious event, you gain visibility among a dedicated audience of art enthusiasts, local artisans, and cultural influencers who value quality, authenticity, and sustainability.

Sponsors provide an opportunity to associate their brand with a rich tradition of American handmade artistry, enhancing brand image while supporting local economies and independent makers.

This partnership strengthens your reputation as champions of the arts, innovation, and local business, making a lasting impact in the region and on audiences nation-wide.



SPONSORSHIP LEVELS:

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Presenting Sponsorship

Be the first business name associated with American Craft Made through your presenting sponsorship!

Be seen by thousands of live attendees, and featured across all promotions.

Investment: \$50,000

Exclusivity: Yes

BENEFITS:

- **Recognition as Presenting Sponsor for American Craft Made: "American Craft Made presented by YOU"**
- **Name and logo to be included in all messaging and marketing materials**
- **Inclusion in American Craft Made press releases**
- **Onsite booth at American Craft Made**
- **Logo placement and visibility in overall sponsor recognition, reflecting sponsor level**
- **Opportunity to work with American Craft editorial for 1 feature**
- **Full page, four color ad in 1 issue of *American Craft***
- **Full page ad in the American Craft Made official show guide with inside front cover placement.**
- **Opportunity for branded collateral placement onsite**
- **Opportunity for branded collateral placement at in attendee tote bags at American Craft Made (1500 items)**
- **2 dedicated informational emails to ACC newsletter list**
- **16 complimentary tickets to American Craft Made**
- **Logo on website and event signage**
- **Logo inclusion in list of sponsors on email communications**

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Programming Sponsorship

Bring American Craft Made to life by sponsoring activations and high visibility events throughout the Market.

Investment: \$35,000

Exclusivity: Yes

BENEFITS:

- **Onsite booth at American Craft Made**
- **Partnership in selection of relevant artists and criteria**
- **Logo placement and visibility in overall sponsor recognition, reflecting sponsor level**
- **Quarter page, four color ad in 1 issue of American Craft**
- **Opportunity for branded collateral placement onsite**
- **Opportunity for branded collateral placement at in attendee tote bags at American Craft Made (1500 items)**
- **8 complimentary tickets to American Craft Made**
- **Logo on website and pre-event offering signage**
- **Logo inclusion in list of sponsors on email communications**



American
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Made

**Programming
Sponsorship**

\$35,000

American Craft Council Awards of Excellence

Sponsor the American Craft Council awards, with an opportunity to deliver a celebratory message to exceptional craft artists and supporters at the Awards Ceremony.

- ACC's Awards of Excellence celebrate outstanding artists in our marketplaces. Our awards recognize makers who demonstrate exceptional quality of work and entrepreneurial effort, and whose values align with ACC's mission to create healthy, vibrant, and equitable marketplaces.
- The ACC Awards of Excellence include five individual awards given. Three of those awards follow the general marketplace categories of: Home & Living, Jewelry, Apparel & Accessories; and two awards recognize those newest to our marketplace and those who have been long-time participants: Emerging Artist and Legacy Artist. Winners receive a cash prize and guaranteed entry into the next Baltimore marketplace.

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**Programming
Sponsorship**

\$35,000

Let's Make

Sponsor live demos at American Craft Made, showcasing craft in action to attendees.

Let's Make

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craft
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- Let's Make is an interactive exhibit within American Craft Made featuring showcasing the process and skill that goes into making carefully crafted goods. Let's Make includes a number of local arts partners and organizations demonstrating craft techniques and inviting showgoers to taste, try, touch, and/or participate in an activity.
- Let's Make has been going strong since 2015, generating a buzz with showgoers, media, and social networks.
- Sponsors receive visibility on the show floor throughout the Let's Make exhibition, as well as inclusion on Let's Make collateral and promotions.

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**Programming
Sponsorship**

\$35,000

School-to-Market

Align your
sponsorship with
support of the next
generation of
makers and artists!

- School-to-Market (S2M) is designed to help bridge the gap between a craft-centered curriculum in education and the marketplace by removing barriers to access to ACC's nationally renowned marketplaces. The program affords students, recent graduates, and artists in residence the experience of participating in a professional arts marketplace at an early point in their development.
- For many participants, the S2M program represents the first experience of selling their work. In addition, early-career artists benefit from the opportunity to meet and learn from experienced arts professionals selling work and the staff who support them.



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Hospitality Sponsorship

Make a memorable impact at American Craft Made by providing branded hospitality activations for ACC members, artists, and attendees.

Investment:
\$25,000 per activation

Exclusivity:
Yes

BENEFITS:

- **Dedicated onsite hospitality area with custom branding & activation opportunities**
- **Logo placement and visibility in overall sponsor recognition, reflecting sponsor level**
- **Quarter page, four-color ad in 1 issue of American Craft**
- **Quarter page, four color ad in the American Craft Made official show guide.**
- **Opportunity for branded collateral placement onsite**
- **Opportunity for branded collateral placement at in attendee tote bags at American Craft Made (1500 items)**
- **6 complimentary tickets to American Craft Made**
- **Logo on website and event signage**
- **Logo inclusion in list of sponsors on email communications**

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Welcome Sponsors

Make a great first impression at American Craft Made by sponsoring key points of contact for attendees! These key opportunities for sponsorship are available:

- *Box Office*
- *Coat Check*
- *Information Booth*
- *Membership Booth*
- *Festival Shopping Bag*
- *ACC Tote Bag*

**Investment:
\$10,000 per activation**

BENEFITS:

- **Dedicated onsite with custom branding opportunities**
- **Logo placement and visibility in overall sponsor recognition, reflecting sponsor level**
- **Quarter page, four color ad in 1 issue of American Craft**
- **Quarter page, four color ad in the American Craft Made official show guide.**
- **Opportunity for branded collateral placement onsite**
- **Opportunity for branded collateral placement at in attendee tote bags at American Craft Made (1500 items)**
- **4 complimentary tickets to American Craft Made**
- **Logo on website and event signage**
- **Logo inclusion in list of sponsors on email communications**

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Supporting Sponsors

Supporter

Sponsorship Investment:
\$5,000

Support American Craft Made and be seen by the American Craft Council's dedicated audiences.

BENEFITS:

- Logo on website and event signage
- Logo inclusion in list of sponsors on email communications

Friend

Sponsorship Investment:
\$1,000

Support American Craft Made and be seen by the American Craft Council's dedicated audiences.

BENEFITS:

- Name inclusion on website, event signage
- Name inclusion in list of sponsors on email communications

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Creative Connections Sponsors

Event Sponsorships

Support unique and bespoke events to connect directly to ACC members, buyers, and stakeholders around American Craft Made.

Opportunities include:



American
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Made
**Creative
Connections
Sponsors**

\$5,000

American Craft Made Kick-off Party

Thursday, February 20, 2025
6-8 PM

**Minimum investment:
\$5,000 per
hospitality offering**

**Number available:
4+**

**Exclusivity:
No**

250+ attendees

Join ACC for the kickoff of American Craft Made Baltimore, an exciting night celebrating the launch of this year's event. The annual kick-off party brings together talented makers, artist, industry leaders, and craft enthusiasts for an evening dedicated to creativity and innovation.

BENEFITS:

- Dedicated onsite with custom branding opportunities
- Logo placement and visibility in overall sponsor recognition, reflecting sponsor level
- Quarter page, four color ad in 1 issue of American Craft
- Quarter page, four color ad in the American Craft Made official show guide.
- Opportunity for branded collateral placement onsite
- Opportunity for branded collateral placement at in attendee tote bags at American Craft Made (1500 items)
- 4 complimentary tickets to American Craft Made
- Logo on website and event signage
- Logo inclusion in list of sponsors on email communications



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Creative Connections Sponsors

Friend

Sponsorship Investment:
\$2,500

BENEFITS:

- Recognition as a sponsor of American Craft Made / Baltimore
- Recognition as a sponsor of the Kick-off Party
- On-site logo and brand recognition
- 4 tickets to the event
- Opportunity for branded collateral placement at event
- Logo on website and event signage
- Logo inclusion in list of sponsors on email communications

Booster

Sponsorship Investment:
\$1,000

BENEFITS:

- Recognition as a sponsor of American Craft Made / Baltimore
- Recognition as a sponsor of the Kick-off Party
- On-site logo and brand recognition
- 2 tickets to the event
- Logo on website and event signage
- Logo inclusion in list of sponsors on email communications



THANK YOU.



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