



Sponsorship opportunities



AMERICAN CRAFT COUNCIL

The nonprofit American Craft Council fosters livelihoods and ways of living grounded in the artful work of the human hand, creating a more joyful, humane, and regenerative world. Together with the nationwide community of makers, appreciators, and advocates we serve and inspire, we are advancing an American craft renaissance.

We envision a world where:

Objects matter.

More people choose objects made thoughtfully and well by American craftpeople over mass-produced consumer goods.

Makers thrive.

More American are thriving in craft-centered livelihoods because of changing consumer behavior, and accessible, inclusive career pathways and support.

Craft connects.

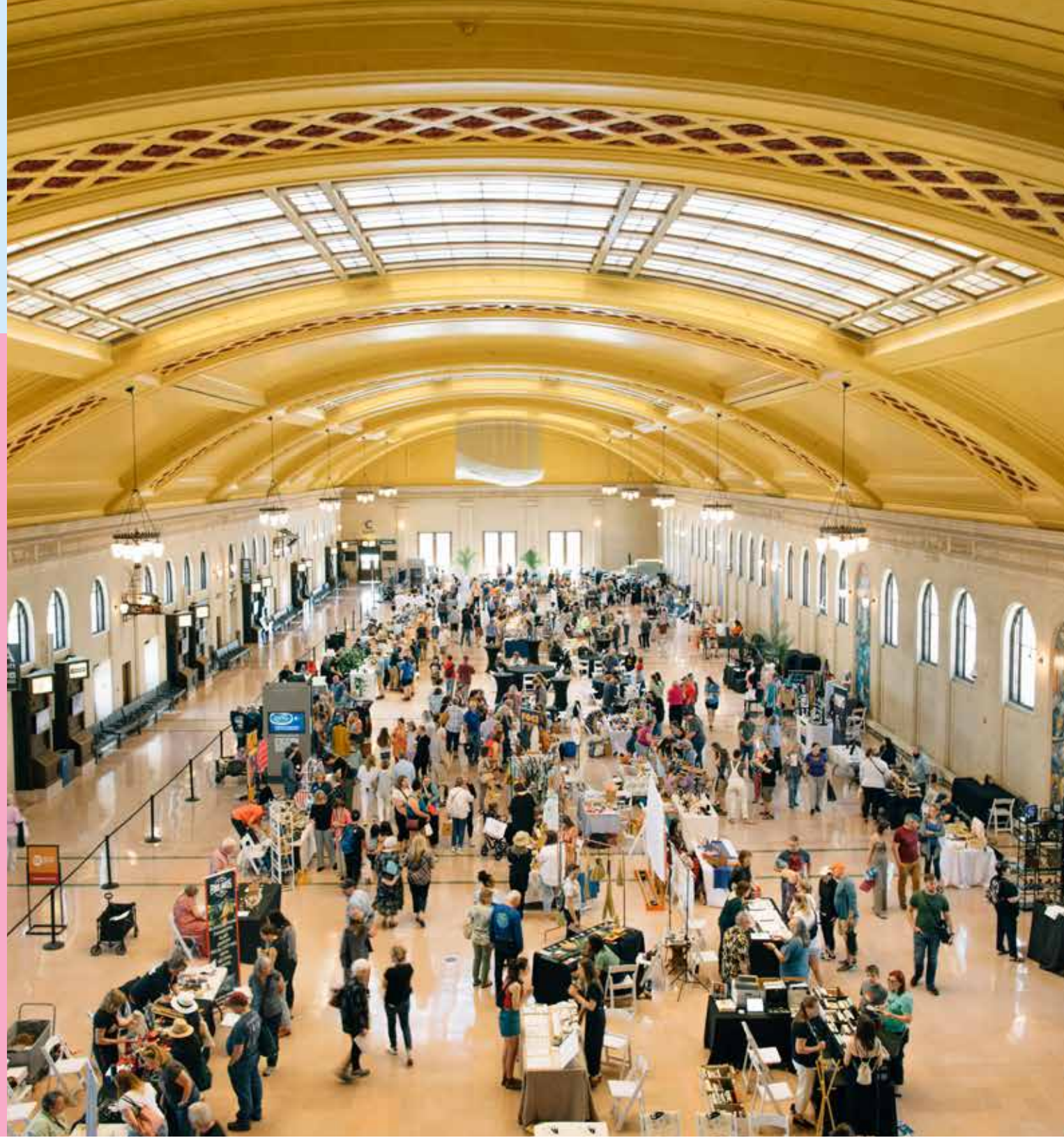
Communities are closer and more resilient through wider access to shared opportunities for making and appreciating the handcrafted.

AMERICAN craft FEST

American Craft Fest is Minnesota's premier annual craft event. Held in beautiful St. Paul, MN, this hands-on, family-friendly event features handmade objects from 60+ up-and-coming makers from across the region, immersive craft activities, food and drink, and much more.

American Craft Fest attendees:
5,000

American Craft Fest media hits:
40 hits,
34,000,000+ media impressions



Event sponsorships

Sponsorship of American Craft Fest allows you to engage live attendees in the Minneapolis-St. Paul metro area, regional artists and makers, media audiences, and extends out across America with ACC's newsletters and American Craft magazine.

Sponsorships:

- Strengthen public awareness through high-profile media, marketing, and advertising opportunities.
- Connect your brand with engaged audiences who align with your vision and values.
- Offer numerous outlets for entertainment and business development opportunities.
- Position your brand side by side with one of the country's leading advocates for craftspersonship, quality, and the handcrafted.
- Provide a means for community engagement and community development.





AMERICAN
craft
FEST

Sponsorship levels

Presenting sponsor

Be the first business name associated with American Craft Fest through your presenting sponsorship! Be seen by thousands of live attendees, and featured across all promotions.

- Recognition as presenting sponsor for American Craft Fest: "American Craft Fest presented by YOU"
- Name and logo to be included in all messaging and marketing materials
- Inclusion in American Craft Fest press releases
- Onsite booth at American Craft Fest
- 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*
- Opportunity for branded collateral placement at in attendee tote bags at American Craft Fest (500 items)
- 2 dedicated informational emails to ACC newsletter list
- 16 complimentary tickets to the American Craft Fest Preview Event
- Logo on website and event signage
- Logo inclusion in list of sponsors on email communications

Investment: \$35,000*

*Let's craft a unique package to meet your needs.





School-to-Market sponsorship

The School-to-Market program is designed to help bridge the gap between a craft-centered curriculum in education and the marketplace. 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 and developing needed skills to interact with the public in a sales environment.

- Onsite booth at American Craft Fest
- 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 Fest (500 items)
- 8 complimentary tickets to the American Craft Fest Preview event
- Logo on website and School-to-Market signage
- Logo inclusion in list of sponsors on email communications

Investment: \$25,000



Hospitality sponsors

Make a memorable impact at American Craft Fest by providing branded hospitality activations for ACC members, artists, and attendees. These key opportunities for sponsorship are available:

Craft bar & lounge – Sponsor one of American Craft Fest's central bar and lounge areas – popular stops for attendees to refresh, connect, and experience the event.

Music/Entertainment – Sponsor American Craft Fest's on-site music and entertainment and receive recognition at the stage.

- 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*
- Opportunity for branded collateral placement onsite
- Opportunity for branded collateral placement at in attendee tote bags at American Craft Fest (500 items)
- 6 complimentary tickets to American Craft Fest Preview Event
- Logo on website and event signage
- Logo inclusion in list of sponsors on email communications

Investment: \$15,000 per offering



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Welcome Sponsors

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

Registration & Welcome – Branding at Registration & Welcome table for attendees

Festival bag – Branding on giveaway American Craft Fest attendee tote bag

Shopping bag – Branding on American Craft Fest shopping bags distributed to artists and given to shoppers at every artist booth

- Dedicated onsite space 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
- Opportunity for branded collateral placement onsite
- Opportunity for branded collateral placement at in attendee tote bags at American Craft Fest (500 items)
- 4 complimentary tickets to American Craft Fest Preview Event
- Logo on website and event signage
- Logo inclusion in list of sponsors on email communications

Investment: \$10,000 per offering





Additional sponsorship opportunities

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

Supporter

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

Investment: \$5,000

Friend

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

Investment: \$2,500





Preview Party sponsorships

Support the American Craft Fest's Preview Party while connecting with prominent arts patrons, donors, and community leaders. The Preview Party offers early access to the show, drinks, small bites, and more.

Preview Party sponsorship

- Recognition as a sponsor of American Craft Fest
- Recognition as presenting sponsor of the Kick-off Party
- Tabling presence at the Kick-off Party
- On-site logo and brand recognition
- 6 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
- Dedicated email to ACC newsletter about pre-event offering
- Name inclusion American Craft Fest "Event Name Sponsored By..."
- Name inclusion on ACC website "Event Name Sponsored By..."

Investment: \$5,000

Friend benefits

- Recognition as a sponsor of American Craft Fest
- 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

Investment: \$2,500

Booster

- Recognition as a sponsor of American Craft Fest
- 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

Investment: \$1,000



Contact us For more information, please contact us at : advertise@craftcouncil.org

Photos by Carina Lofgren.

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