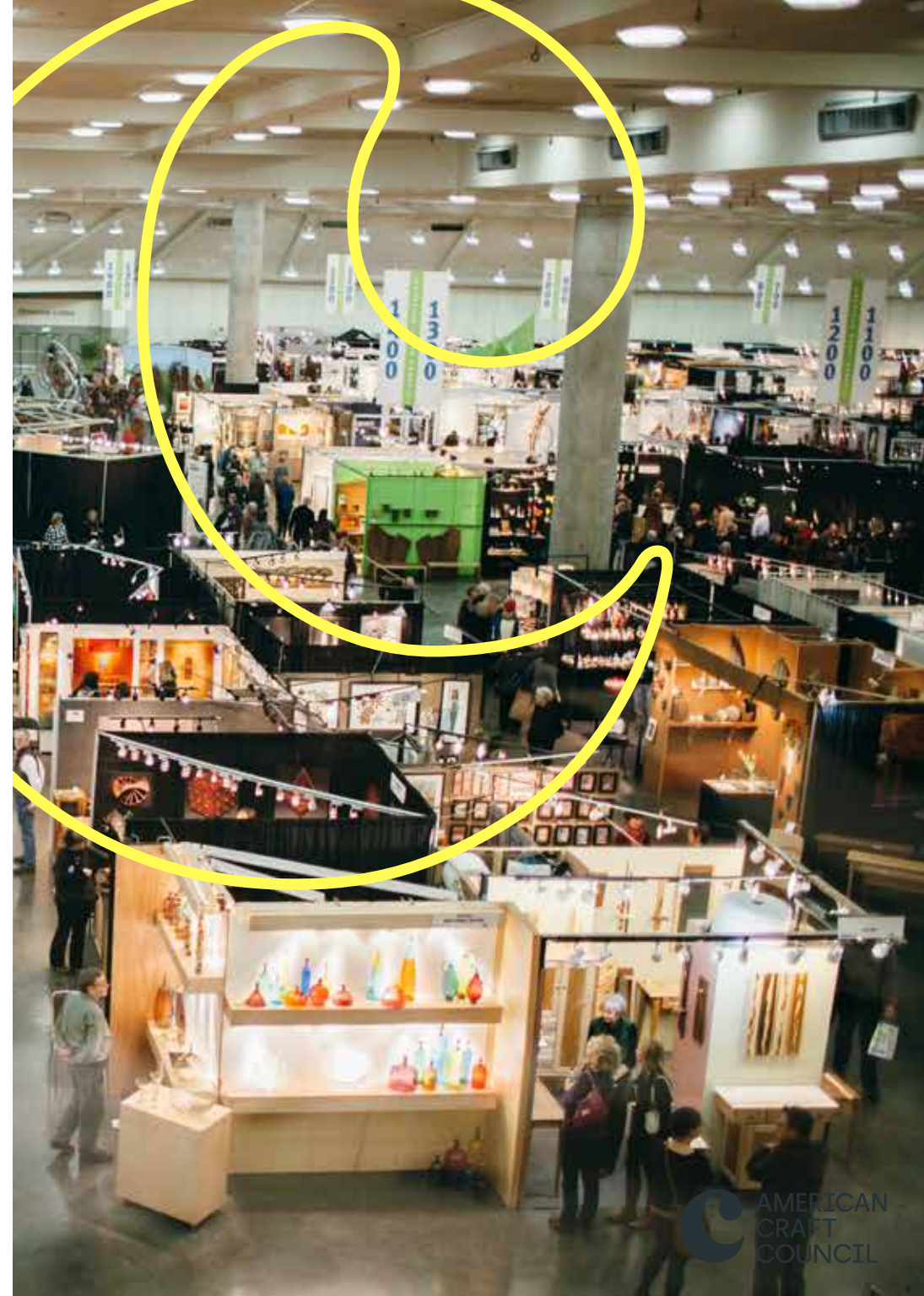


AMERICAN
Craft
MADE

SPONSORSHIP OPPORTUNITIES

BALTIMORE, MARYLAND



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 Baltimore 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.



craftcouncil.org





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 storytelling platforms. The event also attracts numerous representatives of regional craft organizations, museums, galleries, and cultural entities.

10,000+
attendees

400
exhibitors
& artists

\$2.9 million
in artist sales
in 2025

170,000,000+
media
impressions*



OUR AUDIENCES:

- 60%+ of fair attendees have an annual household income of \$100,000+
- Value craftsmanship and quality.
- 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.

SPONSORSHIP LEVELS:

[illegible]

We would love to connect and develop a unique sponsorship that fits with your specific objectives.

Presenting Sponsor

\$50,000

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.

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 ad in the American Craft Made official fair 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 (50k subscribers)**
- **16 complimentary event tickets**
- **Logo on website and event signage**
- **Logo inclusion in list of sponsors on email communications**
- **Recognition on ACC's social media**

Programming Sponsors

\$35,000

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

Three separate programming sponsorships are available:

- *Awards of Excellence*
- *Let's Make!*
- *School-to-Market*

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**
- **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**
- **Recognition on ACC's social media**

Programming
Sponsorship

Awards of Excellence

Celebrate exceptional quality and craftsmanship through a sponsorship of ACC's longstanding awards.

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.



Programming
Sponsorship

Let's Make!

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

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! features local arts partners, organizations, and sponsors demonstrating craft techniques and inviting showgoers to taste, try, touch, and/or participate in an activity.

Sponsors receive visibility on the show floor throughout Let's Make!, as well as inclusion on Let's Make! collateral and promotions.

Let's Make! is frequently highlighted by broadcast media and is supported by a marketing campaign targeting attendees from across the East Coast.

- 3,000–4,000+ participants each year
- 10+ presenters offer activities



Programming
Sponsorship

School-to-Market

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

School-to-Market helps bridge the gap between a craft-centered curriculum in education and marketplace by removing barriers to access to ACC's nationally renowned fairs. 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 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.



Hospitality Sponsors

\$25,000

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

Hospitality sponsorships available:

- *Two separate craft bars & lounges*
- *ACC Member Lounge*

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 the American Craft Made official fair 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**
- **Recognition on ACC's social media**



Welcome Sponsors

\$10,000

Make a great first impression at American Craft Made by sponsoring one or more of the key points of contact for attendees.

Welcome sponsorships available:

- *Box Office*
- *Coat Check*
- *Information Booth*
- *Shopping bags*
- *Tote bags*

BENEFITS:

- **Dedicated onsite with custom branding opportunities**
- **Logo placement and visibility in overall sponsor recognition, reflecting sponsor level**
- **Quarter page, four color ad in the American Craft Made official fair 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**
- **Recognition on ACC's social media**



Event Sponsors

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

Events include:

- *ACC Awards Ceremony*
- *Kick-off Party*



Event
Sponsorship

American Craft Made Kick-off Party

Support the popular annual launch party and connect with artists and 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.

- 250+ attendees
- Held at unique venues throughout Baltimore, MD.
- Sponsorships available at:
\$5,000 event presenting sponsor



Event
Sponsorship

Artist Reception & Awards Ceremony

Celebrate community and the winners of ACC's Awards of Excellence.

Exhibitors, artists, and attendees gather at this after-hours reception and awards ceremony.

ACC's staff announces the winners of all Awards of Excellence, along with a series of sponsored awards. The event features a cocktail hour and a presentation of the awards, with remarks by local luminaries, ACC's leadership, and others.

- 450+ attendees
- Held within the Baltimore Convention Center.
- Sponsorships available at:
\$5,000 event presenting sponsor



Other Sponsorship Opportunities

Supporter & Friend Sponsorships

Support of American Craft Made, fit for organizations of all sizes.

Explore sponsorship opportunities that provide your business or organization with recognition that's right for your budget.

Supporter and Friend sponsors receive logo recognition, tickets, social media engagement, and more.

\$2,500 Supporter
\$1,000 Friend

