



*Promote Your Company's Products and Services  
to Thousands of People Statewide and Nationwide  
As You Join Us in Celebrating the...*

## **77<sup>th</sup> Annual League of NH Craftsmen's Fair** **August 7 – 15, 2010**

Your company can become a Proud Sponsor of the League's Annual Craftsmen's Fair. As a Corporate Sponsor, your company will benefit from exciting marketing opportunities and will receive an extensive package of advertising, public relations, direct mail, and mention in our TV and radio spots. Each package is explained in more detail on the pages that follow.

For 78 years, the League of NH Craftsmen has been synonymous with handcrafted excellence. The Annual Craftsmen's Fair is the nation's oldest Craft Fair, and one of New Hampshire's biggest and most prestigious cultural attractions. The Fair has craft demonstrations, workshops, performing arts, exhibitions, and features more than 200 juried League of NH Craftsmen in their individual booths.

The Fair runs for nine days from Saturday, August 7 to Sunday August 15, 2010. It is held at the Mount Sunapee Resort in Newbury, New Hampshire.

### **The 76th Annual Craftsmen's Fair Information and Demographics**

The Fair attracts approximately **30,000 attendees**, of whom:

- 29% report an annual income greater than \$100,000
- 48% report an annual income in the \$50,000 – \$100,000 range
- 76% are women
- 75% are from New Hampshire or Massachusetts
- 48% have been coming to the Fair for six years or more, showing that they are seriously interested in fine craft.

### **Educational Programs**

Educational programs for children and adults are a major component of the League's mission, and are featured during the nine-day event. Programs vary slightly from year to year.

### **Demonstrations**

Demonstrations educate children and adults about what is involved in making fine craft. When you see a piece of glass being fired and slowly "turn into" a beautiful bowl, you get a better sense of the medium and the skills of the craftsperson. Demonstrations throughout the day include: Blacksmithing, Printmaking, Tapestry, Woodturning, Quilting, Basketry, Glassblowing, Raku Pottery, and others.

### **Children's Workshops**

Children's imagination and wonder are awakened as they make faces out of clay or create round reed trinket baskets. Other children's workshops include Tools for Kids, pinched pottery, woodland toys, and stamping.

### **Teen/Adult Workshops**

In this technological age, creating with our hands is an essential part of being. All-ages workshops include handmade paper, pinched pottery, wood carving, and glass blowing.

### **Tours with a Master**

Craftsmen and other experts describe the techniques used in printmaking or working with clay or fiber, and then take visitors to the booths of juried craftsmen who explain how these techniques are incorporated in their work.

### **Seminars and Documentary**

The League presents special events such as the showing of our documentary — *A League of Our Own: New Hampshire and the American Craft Movement* — and seminars on The Art of Collecting Fine Craft and Caring for Fine Craft.

### **Musical Performances**

Swing and folk, musical storytelling, African drums, banjo, Celtic, and jazz delight audiences of all ages.

### **CraftWear Exhibition**

The CraftWear Exhibition provides a unique opportunity to view and purchase one-of-a-kind art wearables.

### **Living With Craft**

Living With Craft displays handcrafted works of art in home settings.

### **Sculpture Garden**

A garden filled with sculptures and outdoor furnishings show the beauty of handcrafted objects in nature.



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### **Summary of Sponsorship Opportunities**

#### **Best of Show: Lead Sponsor (\$10,000)**

Details on page 4.

#### **Master Craftsman Sponsor (\$5,000)**

Details on page 5.

#### **Exhibition Sponsors (\$3,000)**

Details on page 6.

#### **Education Sponsors (\$1,000)**

Details on page 7.

#### **Craftsmen's Tents Sponsors (\$500)**

Details on page 8.

#### ***Fair Preview* Gala Sponsors (\$500)**

Details on page 9.

**77th Annual Craftsmen's Fair Sponsorship**  
*A Unique Advertising and Marketing Opportunity*

**Best of Show: Lead Sponsor (\$10,000)**

- **Corporate logo on the cover of 32,000 Fair Programs**  
Prior to the event, Fair programs are mailed to households in the Sunapee region, they are available at area Information Booths, and at all seven League Retail Galleries located throughout New Hampshire. During the event, programs are distributed to all attendees.
- **Full page ad on inside front cover of the Fair Program**  
and your logo will also be prominently placed on the Table of Contents page.
- **Corporate logo on print ads and company name in PR**  
The League promotes the Fair extensively (see attached media list).
- **Corporate sponsor named in 30-second radio and TV promotions**  
We will be airing spots in New Hampshire and throughout New England.
- **Corporate signage strategically displayed all nine days of the Fair**
- **Corporate logo on 500 Fair posters**
- **Listing and link on the League's website for 12 months** (from 4/1/10 to 3/31/11)
- **Corporate information distributed from the Fair Information Booth**
- **Corporate name mentioned over PA system as lead sponsor during the Fair**
- **20 complimentary day passes to the Fair**
- **6 complimentary tickets to *Preview*, the Fair's gala opening event**

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**Master Craftsman Sponsor (\$5,000)**

- **Full page ad in 32,000 Fair Programs**  
Prior to the event, Fair programs are mailed to households in the Sunapee region, they are available at area Information Booths, and at all seven League Retail Galleries located throughout New Hampshire. During the event, programs are distributed to all attendees.
- **Corporate logo prominently displayed on Fair Program table of contents**
- **Corporate signage strategically displayed all nine days of the Fair**
- **Corporate logo on 500 Fair posters**
- **Company name in pre-Fair publicity**
- **Listing and link on the League's website for 12 months (from 4/1/10 to 3/31/11)**
- **Corporate information distributed from the Fair Information Booth**
- **Corporate name mentioned each day over PA system as major sponsor during the Fair**
- **15 complimentary day passes to the Fair**
- **4 complimentary tickets to *Preview*, the Fair's gala opening event**

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**Exhibition Sponsors (\$3,000)**

- **You choose which Event you want to sponsor**  
Living With Craft Exhibition                      CraftWear Exhibition  
Sculpture Garden Exhibition                      Performing Arts Tent
- **Half page ad in 32,000 Fair Programs**  
Prior to the event, Fair programs are mailed to households in the Sunapee region, they are available at area Information Booths, and at all seven League Retail Galleries located throughout New Hampshire. During the event, programs are distributed to all attendees.
- **Corporate name and logo on signage at the Exhibition that you sponsor**
- **Corporate logo on 500 Fair posters**
- **Company name in pre-Fair publicity**
- **Listing and link on the League's website for 12 months** (from 4/1/10 to 3/31/11)
- **Corporate information distributed from the Fair Information Booth**
- **Corporate name mentioned each day over PA system as major sponsor during the Fair**
- **10 complimentary day passes to the Fair**
- **4 complimentary tickets to *Preview*, the Fair's gala opening event**

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**Education Sponsors (\$1,000)**

- **You choose which Educational tent you want to sponsor**  
Children's Education Tent      Next Generation Tent      Tools for Kids Tent  
Demonstration Tents      Guild Tent
- **Corporate name and logo on signage at the Education Tent that you sponsor**
- **Quarter page ad in 32,000 Fair Programs**  
Prior to the event, Fair programs are mailed to households in the Sunapee region, they are available at area Information Booths, and at all seven League Retail Galleries located throughout New Hampshire. During the event, programs are distributed to all attendees.
- **Corporate logo on 500 Fair posters**
- **Company name in pre-Fair publicity**
- **Listing and link on the League's website for 12 months** (from 4/1/10 to 3/31/11)
- **Corporate information distributed from the Fair Information Booth**
- **Corporate name mentioned each day over PA system as sponsor of the activity that you choose**
- **6 complimentary day passes to the Fair**
- **2 complimentary tickets to *Preview*, the Fair's gala opening event**



## **77th Annual Craftsmen's Fair Sponsorship** *A Unique Advertising and Marketing Opportunity*

### **Craftsmen's Tents Sponsors (\$500)**

- **You choose which tent you want to sponsor**  
There are eight tents to choose from.
- **One-eighth page ad in 32,000 Fair Programs**  
Prior to the event, Fair programs are mailed to households in the Sunapee region, they are available at area Information Booths, and at all seven League Retail Galleries located throughout New Hampshire. During the event, programs are distributed to all attendees.
- **Corporate name and logo on signage at the tent that you sponsor**
- **Listing and link on the League's website for 12 months** (from 4/1/10 to 3/31/11)
- **Corporate information distributed from the Fair Information Booth**
- **4 complimentary day passes to the Fair**
- **2 complimentary tickets to *Preview*, the Fair's gala opening event**



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***Fair Preview Gala Sponsors (\$500)***

- **Name listed as event sponsor on invitations sent to 2,000 League supporters**
- **Special acknowledgement as Preview Gala Sponsor in 32,000 Fair Programs**  
Prior to the event, Fair programs are mailed to households in the Sunapee region, they are available at area Information Booths, and at all seven League Retail Galleries located throughout New Hampshire. During the event, programs are distributed to all attendees.
- **Listing and link on the League's website for 12 months** (from 4/1/10 to 3/31/11)
- **Corporate information distributed from the Fair Information Booth**
- **4 complimentary day passes to the Fair**
- **2 complimentary tickets to *Preview*, the Fair's gala opening event**

## 77th Annual Craftsmen's Fair Preliminary Marketing and Advertising Plan

### Radio

Nassau Broadcasting (Summer Promotion)	WEVO (NH Public Radio)
WHOM – NH	WXRV (The River)
WFCR (Western NE Public Radio)	VT Public Radio - VT

### Print Advertising

#### *Magazines:*

American Style Magazine	American Craft Magazine (American Craft Council)
Yankee Travel Guide	Kearsarge Magazine – Art Gallery Guide
Mt. Sunapee Magazine	New England Home Magazine
New Hampshire Home Magazine	New Hampshire Magazine
SooNipi Magazine	Northern New England Journey (AAA)
Boom Magazine	

#### *Newspapers:*

Cabinet Press: Milford Cabinet, Bedford Journal, Hollis-Brookline Journal, Merrimack Journal	
Concord Monitor At Home Special Section	
Boston Globe (MA)	Manchester Union Leader
Concord Monitor	Monadnock Ledger
Foster's Daily/Laconia Citizen	Nutfield Press
Hippopress Manchester	R.I. Valley Breeze and Observer
Intertown Record	Salmon Press
Kearsarge Shopper	Seacoast Spotlight
Keene Sentinel	Valley News

#### *Other Publications:*

NH Made Guide to Products and Services  
Lake Sunapee Chamber Information Guide

#### *Craft Festival Program Guides:*

American Craft Council	Monadnock Music Festival
New London Barn Playhouse	Williamstown Theatre Festival

### Banner Ads

Visitnh.gov	NewHampshire.com
NH.com	Telegraph.com

### TV Advertising

Comcast New England	WMUR Channel 9
MXMY TV (MyTV)	

### Other

- Created a FaceBook Fan Page for the Fair that attracted 147 FaceBook members.
- Fair Blog: Different perspectives of the Fair
- Approximately 35 nationwide craft and calendar event Internet listings.
- Exhibits at New York Times Travel Show and Made in NH Expo.
- NH Public Television Spring Auction: League staff and juried members volunteered to answer phones and the Fair was mentioned during that period.