



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

## **79<sup>th</sup> Annual League of NH Craftsmen's Fair** **August 4 – 12, 2012**

### **Media Sponsorships (available to the media only)**

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

Since 1932, the League of NH Craftsmen has been synonymous with handcrafted excellence. The Annual Craftsmen's Fair is the nation's continuously running 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 4 to Sunday August 12, 2012. It is held at the Mount Sunapee Resort in Newbury, New Hampshire.

### **Information and Demographics from the 78th Annual Craftsmen's Fair**

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

- 20% report an annual income greater than \$100,000
- 50% report an annual income in the \$50,000 – \$100,000 range
- The Fair continues to attract mostly women at a 4 to 1 ratio.
- 81% 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.



**79th Annual Craftsmen's Fair Sponsorship**  
*A Unique Advertising and Marketing Opportunity*

**Media Sponsors** (Available to the media only. Cash or Trade Sponsorships welcome. For higher levels of sponsorship, contact Marketing Representative Pam Sullivan: [pam@sullivancreative.com](mailto:pam@sullivancreative.com))

**Media Sponsor (\$500 level)**

- **Corporate name and logo on signage located on the Fair grounds**
- **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.
- **Listing and link on the League's website for 12 months** (from 4/1/12 to 3/31/13)
- **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**

**79th Annual Craftsmen's Fair Sponsorship**  
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**Media Sponsor (\$1000 level)**

- **Corporate name and logo on signage located on the Fair grounds**
- **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**
- **Corporate name in pre-Fair publicity**
- **Listing and link on the League's website for 12 months** (from 4/1/12 to 3/31/13)
- **Corporate information distributed from the Fair Information Booth**
- **Corporate name mentioned each day over PA system as a sponsor**
- **6 complimentary day passes to the Fair**
- **2 complimentary tickets to *Preview*, the Fair's gala opening event**

**79th Annual Craftsmen's Fair Sponsorship**  
*A Unique Advertising and Marketing Opportunity*

**Media Sponsor (\$2000 level)**

- **Corporate name and logo on signage located on the Fair grounds**
- **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**
- **Corporate name in pre-Fair publicity**
- **Listing and link on the League's website for 12 months (from 4/1/12 to 3/31/13)**
- **Corporate information distributed from the Fair Information Booth**
- **Corporate name mentioned each day over PA system as a sponsor**
- **8 complimentary day passes to the Fair**
- **2 complimentary tickets to *Preview*, the Fair's gala opening event**