



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

79th Annual League of NH Craftsmen's Fair **August 4 – 12, 2012**

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.

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.



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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.

79th 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 4/1/12 to 3/31/13)**
- **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**



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

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 4/1/12 to 3/31/13)**
- **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**
- **Your Corporate name will be included on the invitations**
- **Corporate logo on 500 Fair posters**
- **Company name in pre-Fair publicity**
- **Listing and link on the League's website for 12 months (from 4/1/12 to 3/31/13)**
- **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 4/1/12 to 3/31/13)**
- **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**



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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 4/1/12 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**

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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 eight 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 Preliminary Marketing and Advertising Plan

Radio Fair Ticket give-away Promotion:

Nassau Broadcasting (Summer Promotion)	WFCR – Western N.E. Public Radio
WEVO – NH Public Radio	WBZ
WXRV – The River	Vermont Public Radio

Radio Station: Ticket give-away Promotion

WBZ Radio	WGIR
94.0 WHOM Q97.9 WJBQ	Portsmouth Community Radio
WXRV – The River	
95.7 FM WZID/96.5 FM The Mill/WFEA 1370 AM/Hot Hits 94.1 and 103.1	

Radio / Television Interviews:

WBZ	WGIR
WZID	WOKQ/WPKQ
WHOW (Live remote from Fair)	Derry Cable TV
Newport Life TV	

Television Advertising

NH Public Television	WMUR Channel 9
WBIN TV (formerly MyTV)	
Fair Commercial was sent to all NH Community Cable Stations, along with a Bulletin Board slide	

Print Advertising

Magazines:

American Style Magazine	American Craft Magazine (American Craft Council)
ART NE Summer Getaway Guide	AAA Northern New England
Design New England	Mt. Sunapee Magazine
New England Home Magazine	New Hampshire Magazine
New Hampshire Home Magazine	SooNipi Magazine
Yankee Travel Guide	

Newspapers:

Andover Beacon	Cabinet Press	Foster's Democrat
Hippopress	Intertown Record	Kearsarge Shopper
Keene Sentinel	Manchester Union Leader	Monadnock Ledger
Nashoba Publishing	Nutfield Press	R.I. Valley Breeze and Observer
Salmon Press	Seacoast Spotlight	Valley News
Weirs Times		

Other Publications:

Granite Quill Publishers	NH Made Guide to Products and Services
Intertown Record Summer Guide 2011	Lake Sunapee Chamber Information Guide

Craft Festival Program Guides:

Monadnock Music Festival	Tanglewood
New London Barn Playhouse	Williamstown Theatre Festival

Internet Advertising

Visitnh.gov Banner ad	NewHampshire.com / nh365.org
Facebook.com	NH State Tourism Website

Online & Social Media

Facebook.com	WMUR Chronicle	NH.com
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Other

- Promoted at the NY Times Travel Show and the Made in NH Expo
- Rack cards distributed to 17 Welcome Centers throughout New Hampshire.
- Approximately 30 print and online event calendar listings in New England and several Facebook pages.
- Articles published in numerous magazines, guides, newspapers, websites and blogs.