



## League of NH Craftsmen 2016 Sponsorship and Collaborative Marketing Opportunities

*League of N.H. Craftsmen*   
signature of excellence

49 S. Main St | Suite 100 | Concord, NH 03301 | 603.224.3375 | [www.nhcrafts.org](http://www.nhcrafts.org)



## Collaborative Marketing Opportunities

### Why Partner with the League of NH Craftsmen?

We've got a reputation for being *uniquely* NH.

We've been supporting "local" and "hand-crafted" long before those concepts became fashionable. A registered 501(c)(3) nonprofit, the League is a nationally-renowned arts organization and the driver of NH's creative economy.

We run one of the largest tourist attractions in NH - the Annual Craftsmen's Fair - which draws visitors from across the country. At the same time, we're a membership organization with friends in every community in the state.

- **Leverage your marketing dollars by sharing the benefits of \$50,000 marketing plan** with statewide exposure and that extends to Boston and NYC markets.
- **Align yourself with the League, a quintessentially NH brand**, long-associated with beauty, high quality, Yankee ingenuity, New England traditions, and out-of-the-box thinking.
- **Communicate with a targeted demographic** of sophisticated, culturally-inclined audiences that value quality, creativity, and the importance of supporting local businesses.

### Partners in success!

*Build a year-round partnership that achieves mutual goals  
and supports a statewide tradition.*



## The League Gold Partner \$20,000

### Brand Exposure – Your Logo Will Be:

- Included in all print, radio, and online marketing with a year-long listing and link on the League's website
- Included in all press releases and media for League events and exhibitions
- Included in all email communications with League members and general audiences

### **Additional Brand Exposure at the Annual Craftsmen's Fair – One of NH's Top Tourist Attractions**

- Logo and company name on the front cover of 22,000 Fair Programs with a full page ad on the inside cover
- Logo included on Fair signage
- Presence at the Fair -
- Twice daily recognition of your company over the Fair loudspeaker system

### Developing Networks – You Will Be Invited To:

- 25 tickets to the Annual Craftsmen's Fair
- 10 tickets to the Annual Craftsmen's Fair Preview Party
- 4 tickets to CraftAlive!, the League's annual benefit
- Use the League's elegant headquarters for a full-day off-site meeting or evening reception
- Explore making craft with \$1,000 worth of \$100 gift certificates to take classes at the Craft Center, located at League headquarters in Concord – a great gift for employees and clients



**Best of Show Partner  
\$10,000**

**Brand Exposure – Your Logo Will Be:**

- Included in all print, radio, and online marketing with a year-long listing and link on the League's website
- Included in all press releases and media for League events and exhibitions
- Included in all email communications with League members and general audiences

**Additional Brand Exposure at the Annual Craftsmen's Fair –  
One of NH's Top Tourist Attractions**

- Full page ad in 22,000 Fair Programs
- Logo included on Fair signage
- Twice daily recognition of your company over the Fair loudspeaker system

**Developing Networks – You Will Be Invited To:**

- 20 tickets to the Annual Craftsmen's Fair
- 8 tickets to the Annual Craftsmen's Fair Preview Party
- 2 tickets to CraftAlive!, the League's annual benefit
- Use the League's elegant headquarters for a ½ day meeting or retreat
- Explore making craft with \$500 worth of \$100 gift certificates to take classes at the Craft Center, located at League headquarters in Concord - – a great gift for employees and clients



**Master Craftsmen Sponsor**  
**\$5,000**

- Full page ad in 22,000 Fair Programs
- Corporate logo prominently displayed on Fair Program table of contents
- Logo included on Fair signage
- Corporate name in pre-Fair publicity
- Listing and link on the League's website for 12 months
- Twice daily recognition of your company over the Fair loudspeaker system
- 10 tickets to the Annual Craftsmen's Fair
- 4 tickets to the Annual Craftsmen's Fair Preview Party



**Exhibition Sponsor**  
**\$3,000**

- Half page ad in 22,000 Fair Programs
- Corporate name in pre-Fair publicity
- The choice of sponsoring one of the Fair exhibitions:
  - Living With Craft exhibition – handmade furniture and home decor
  - CraftWear exhibition – one-of-a-kind clothing and jewelry
  - Sculpture Garden exhibition – unique garden accents and outdoor sculpture
- Corporate name and logo on exhibition signage
- Corporate name and logo on Fair Preview Party invitations
- Listing and link on the League's website for 12 months
- Corporate information displayed within the exhibition
- Twice daily recognition of your company over the Fair loudspeaker system
- 8 tickets to the Annual Craftsmen's Fair
- 4 tickets to the Annual Craftsmen's Fair Preview Party



**Education Sponsor  
\$1,000**

- Quarter page ad in 22,000 Fair Programs
- The choice of sponsoring one of the Fair Education Tents:  
Next Generation Tent  
Tools for Kids Tent or  
One of the Guild or Demonstration Tents
- Corporate name in pre-Fair publicity
- Listing and link on the League's website for 12 months
- Corporate information displayed at the Education Tent
- Twice daily recognition of your company over the Fair loudspeaker system
- 6 tickets to the Annual Craftsmen's Fair
- 2 tickets to the Annual Craftsmen's Fair Preview Party



**Fair Preview Party Sponsor  
\$500**

- Listing as event sponsor on invitations sent to 2,000 League supporters
- Special acknowledgement as Preview Party Sponsor in 22,000 Fair Programs
- Listing and link on the League's website for 12 months
- Corporate information displayed at the Fair Information Booth
- 4 tickets to the Annual Craftsmen's Fair Preview Party
- 4 tickets to the Annual Craftsmen's Fair



## Craftsmen's Tent Sponsor \$500

- Eighth of a page ad in 22,000 Fair Programs
- Corporate name and logo on signage at the tent that you sponsor
- Listing and link on the League's website for 12 months
- Corporate information displayed at the Fair Information Booth
- 2 tickets to the Annual Craftsmen's Fair Preview Party
- 4 tickets to the Annual Craftsmen's Fair



## Community Sponsor \$250

- Corporate name listed in 22,000 Annual Craftsmen's Fair Programs
- Corporate name listed on League's website on the Fair page for one year
- 2 tickets to the Annual Craftsmen's Fair Preview Party
- 2 tickets to the Annual Craftsmen's Fair



## 2016 Collaborative Marketing and Sponsorship Form

If you would like to become a sponsor, simply fill out the enclosed form and return it to the League of NH Craftsmen at 49 S. Main Street, Suite 100, Concord, NH 03301. If you have any questions or concerns please contact Jane Oneail at [joneail@nhcrafts.org](mailto:joneail@nhcrafts.org) or Bonnie Nieves at [bnieves@nhcrafts.org](mailto:bnieves@nhcrafts.org) or 603-224-3375.

We thank you for considering support of the League's juried craftspeople and our programs and hope that you will choose a sponsorship. Your sponsorship helps to sustain our craft education programs and NH's fine craft heritage. Thank you for your support!

### Let's make the 83<sup>rd</sup> Annual Craftsmen's Fair a great one!

I pledge my support at the following level:

- League Gold Sponsor - \$20,000
- Best of Show Sponsor – \$10,000
- Master Craftsman Sponsor – \$5,000
- Exhibition Sponsor – \$3,000
- Education Sponsor – \$1,000
- Craftsmen's Tent Sponsor – \$500
- Fair Preview Party Sponsor – \$500
- Community Sponsor - \$250

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_