



2019 SPONSORSHIP & COOPERATIVE MARKETING OPPORTUNITIES

The Capital Arts Fest takes the League to the streets!



About the League of NH Craftsmen

The League of NH Craftsmen is one of the nation's premiere art and craft organizations, connecting highly skilled artisans, collectors, and craft enthusiasts. For more than 80 years, the League has contributed to New Hampshire's rich cultural heritage by supporting independent craftspeople—its juried members—dedicated to creating objects of beauty, integrity, and utility.

In keeping with its mission to support and encourage the creation of fine craft, the League organizes events, exhibitions, and venues to market the work of its juried members and to help foster an appreciation for fine craft. In an effort to keep craft relevant, we decided to bring this arts event to the street in the hopes of engaging new audiences with our craftsmen and their work.

In 2018, the League created a new event, the Capital Arts Fest, bringing our big white tents and talented craftsmen to the streets of downtown Concord, NH.

Facts about the Capital Arts Fest

This event is the result of a new partnership with the City of Concord. The downtown area of Concord, where the League's Headquarters is located, is fast becoming a thriving arts district in the Capital city.

We showcase 60+ booths of fine craft, including baskets, clay, fiber, glass, leather, metal, prints, and wood.

Visitors come to speak one-on-one with the makers and learn about their technique and inspiration. Daily educational craft demonstrations are available so that people can better appreciate how fine craft is made.

WHY PARTNER WITH THE LEAGUE OF NH CRAFTSMEN?



A partnership with the League will allow you to:

Enhance your brand value by associating with the League's strong reputation for quality and excellence.

The marketing plan consists of an integrated mix of television, radio and digital advertising, emails, social media, public relations, and printed material.

Leverage your brand through multiple media and marketing channels that can be tracked through analytics.



COOPERATIVE MARKETING & SPONSORSHIP LEVELS

Lead Sponsor \$10,000 - SOLD through 2020

- Prominent signage at the Capital Arts Fest Information tent and in other locations on the grounds including your logo
- Logo and link on the League's website for 12 months
- Business/brand name and logo included in all the header of Capital Arts Fest emails and included in monthly e-Newsletters to League members and general audiences
- Dedicated social media posts in a structured marketing campaign
- Opportunity to present printed materials to the public at the Information Tent and in the Headquarters Exhibition Gallery
- Opportunity to promote your brand at the League's Fine Craft Gallery at the Hooksett Welcome Center on I-93 North
- Business name and logo Capital Arts Fest printed publicity, including a direct mail postcard
- Featured mention in Capital Arts Fest press release



COOPERATIVE MARKETING & SPONSORSHIP LEVELS

Capital Arts Fest Sponsors

\$5,000 (multiple available)

- Prominent signage at the Capital Arts Fest Information tent and in other locations on the grounds including your logo
- Logo and link on the League's website for 12 months
- Business/brand name and logo included in footer of Capital Arts Fest emails to League members and general audiences
- Dedicated Social media posts in a structured marketing campaign
- Opportunity to present printed materials to the public at the Information Tent and in the Headquarters Exhibition Gallery
- Business name and logo Capital Arts Fest printed publicity, including a direct mail postcard
- Featured mention in Capital Arts Fest press release



COOPERATIVE MARKETING & SPONSORSHIP LEVELS

Capital Arts Fest Education Sponsors \$1,500 (multiple available)

- Business/brand corporate name and logo on signage at the Education Tent that you sponsor
- Listing and link on the League's website for 12 months
- Business/brand name featured in social media, e-Newsletters, and other marketing for Capital Arts Fest education programs
- Social media mentions
- Opportunity to present printed materials to the public at the Information Tent and in the Headquarters Exhibition Gallery
- Option to support the Science and Math of Craft Educational Tent or daily demonstrators (Based on availability)
 - Business name would be featured in tent and in marketing with information about this special program



COOPERATIVE MARKETING & SPONSORSHIP LEVELS

Craftsmen's Tent Sponsors \$1000 (multiple available)

- Logo on signage at the tent that you sponsor
- Business name and link included on website for 12 months
- Business/brand name featured in social media, e-Newsletters, and other marketing for the Capital Arts Fest
- Opportunity to present printed materials to the public at the Information Tent and in the Headquarters Exhibition Gallery



COOPERATIVE MARKETING & SPONSORSHIP FORM

Sponsorship Information

Contact Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Sponsorship Level

_____ **Lead Sponsor:** \$10,000 (exclusive) SOLD through 2020

_____ **Capital Arts Fest Sponsor:** \$5,000 (multiple available)

_____ **Capital Arts Fest Education Sponsor:** \$1,500 (multiple available)

_____ **Craftsmen's Tent Sponsor:** \$1,000 (multiple available)

By signing this document you are agreeing to fulfill the sponsorship request in the amount stated above. Please refer to your sponsorship opportunities listing for the details of the sponsorship benefits.

Signature: _____ **Date:** _____

Name (please print): _____

THANK YOU FOR SUPPORTING THE LEAGUE!

PAYMENT INFORMATION

Check enclosed

Please invoice me full amount: \$ _____

Please charge my credit card full amount: \$ _____

Name on Card: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Credit Card Number: _____

Security Code: _____ Expiration Date: _____

PLEASE MAIL OR EMAIL THIS FORM TO:

League of NH Craftsmen
49 S. Main Street, Suite 100
Concord, NH 03301

Attn: Sarah Nyhan

Email: snyhan@nhcrafts.org

LOGO:

Please email a JPEG or GIF
logo to snyhan@nhcrafts.org

QUESTIONS?

Please call Miriam Carter at (603) 224-3375 x119
or email mcarter@nhcrafts.org