



# Crafted Vancouver

SUPPORTERS

# EXPERIENCE 25 DAYS OF EXCEPTIONALLY MADE GOODS.

Crafted Vancouver showcased a thoughtful selection of the best local, national and international craft. Through a variety of self-guided events, we celebrate the unique pieces in smaller quantities with a greater meaning. Come discover fine craft throughout our city. Get inspired as you become part of the process. Collect thoughts and beautiful things.

- Crafted Vancouver is establishing its reputation as a passionate supporter of fine craft.
- Over 25 days in May, the festival will feature multiple craft disciplines through a wide array of self-guided events.
- Crafted Vancouver showcases a unique collection of traditional and contemporary craft. We carefully select local, national and international craftspeople whose work provides a unique point of view.
- We promote a culture of connection and collaboration, between craftspeople and programme partners.
- With a fresh format, we're creating a festival for people to explore and discover this year's theme: "Craft is Everywhere."
- Our festival format makes it easy and enjoyable for new craft appreciators and long-time collectors to engage with craftspeople (and for craftspeople to connect with each other).
- Our passion for fine craft is contagious. We're thrilled to share exceptional craftspeople, a behind-the-scenes look at their process, and the beautiful objects that result.
- In a mass-market, disposable culture, there's an opportunity to revive our appreciation for quality goods and reconnect with those who produce them.
- Let's show people the value of craft and encourage them to actively become part of the process.



# PROGRAMME SUPPORTERS

WE ARE COMMITTED TO FORMING MEANINGFUL COLLABORATIONS WITH THOSE WHO SHARE OUR VALUES.

WE'RE LOOKING TO ALIGN WITH BRANDS, ORGANIZATIONS, RETAILERS, & MEDIA PARTNERS THAT ARE INTERESTED IN SUPPORTING PROFESSIONAL CRAFT WHILE REACHING OUR CAPTIVE AUDIENCE.

WE STRIVE TO INFORM AND INSPIRE POTENTIAL SUPPORTERS TO BECOME ACTIVE PARTICIPANTS IN CRAFTED VANCOUVER.



# OUR AUDIENCE

Crafted Vancouver engages a wide audience of craft enthusiasts from Greater Vancouver and beyond. With a spotlight on local, national and international craft, our goal is to encourage visitors locally and abroad to discover world-class professional craft.

Our audience spans craft collectors, new craft appreciators and of course, craftspeople themselves. Collectively our audience understands the value of well-made goods, appreciates the process of craft, and love sharing the stories behind handcrafted objects.

As a supporter of Crafted Vancouver, you'll have the opportunity to reach this discerning and influential audience.



# SPONSORSHIP OPPORTUNITIES

We've outlined some exciting opportunities for our supporters that can all be tailored to your objectives. We always welcome discussion about innovative projects and working with passionate advocates of craft.

## FESTIVAL TITLE SPONSORS

Become a title sponsor for the festival and benefit from maximum exposure across our festival communications. Be part of campaigns that begin before, run during, and live beyond the 25 days of the festival.

## SIGNATURE EVENT SPONSOR

Our Signature Events take place at established venues throughout the city. This is an opportunity to target a particular event that best aligns with your brand and audience. Visit our website for Signature Event details.

## IN-KIND DONATIONS & SPONSORSHIPS

Offering your products or services is a great way to support our efforts and elevate our events. Let's discuss where, when and how your contribution can have the greatest impact.

## MEDIA PROMOTIONAL OR PR SPONSORS.

Whether you'd like to work with us on a particular project or the overall festival, we'd love to collaborate on campaigns and communications that provide you with engaging content while promoting Crafted Vancouver's message.



# BENEFITS

By supporting our festival, you become a valued partner of Crafted Vancouver. You also become part of a broader community of likeminded craftspeople and appreciators of fine craft. We will endeavour to help your brand gain exposure and increase awareness wherever possible.

During our 2019 festival season, we're pleased to offer the following to our supporters:

- Logo featured in our Programme Guide with an opportunity to purchase ad space
- Logo featured on our website
- Invitation and introduction at Pre-festival Event Partner Mixer (In April 2019)
- 2 tickets to Festival Opening Reception



# SUPPORT PROFESSIONAL CRAFT

LET'S DISCUSS AN OPPORTUNITY  
TO SUPPORT CRAFTED VANVOUVER  
THAT'S RIGHT FOR YOU!

FOR MORE INFORMATION PLEASE CONTACT:

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