

# SPONSORSHIP OPPORTUNITIES

## SUPER AWESOME SPONSOR

SUMMIT OF AWESOME  
May 1-3, 2009 \* Washington, DC  
Hosted in MidCity \* Hellocraft.com



### Super Awesome Sponsorship Includes:

#### Online

- 6 weeks of banner advertising
- Logo with link on hellocraft.com
- Link in 2 e-newsletters
- Exclusive podcast sponsorship (1 episode)

#### Print Promotion

- Logo in Washington City Paper ad
- Logo in event program
- Thank You listing in event program
- Full page ad in event program (premium placement)

#### On Site Promotion

- Signage at host event venue
- Logo on event banner
- Logo on promotional materials
- 300 promotional items in tote bags
- Signage/promotion at Saturday night party

Cost: \$2,000



For all sponsorship inquiries contact Terri Holtz, Sponsorship Director, at [terriholtz@gmail.com](mailto:terriholtz@gmail.com)

# SPONSORSHIP OPPORTUNITIES

FOOD SPONSOR  
SPONSORSHIP PACKAGE

## SUMMIT OF AWESOME

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### Food Sponsors Receive:

#### Online

- 6 weeks of banner advertising
- Logo with link on hellocraft.com

#### Print Promotion

- Logo in Washington City Paper ad
- Logo in event program
- Thank You listing in event program
- 1/2 page ad in event program

#### On Site Promotion

- Promotion at host event venue
- 300 promotional items in tote bags

Value: \$1,800



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# SPONSORSHIP OPPORTUNITIES

CRAFT FAIR ORGANIZER SPONSORSHIP PACKAGE

## SUMMIT OF AWESOME

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### Sponsorship Package Includes:

#### Online

- Logo with link
- Craft Fair profile on hellocraft.com

#### Print Promotion

- Listing in event program
- 1/4 page ad in event program

#### On Site Promotion

- Promotion at host event venue
- 300 promotional items in tote bags

Cost: \$200

Promote your Craft Fair at the Hello Craft Summit of Awesome!

This is a great opportunity to showcase your craft fair to a national group of indie crafters.

- \* Get your application out there!
- \* Remind crafters to Save the Date!
- \* Direct traffic to your website!
- \* Put your craft fair in front of potential sponsors!



Sponsor the Summit of Awesome! Contact Kimberly Dorn at [hellocraftinfo@gmail.com](mailto:hellocraftinfo@gmail.com).

# SPONSORSHIP OPPORTUNITIES

## AWESOME BOUTIQUE SPONSORSHIP PACKAGE

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### Boutique Sponsorship Includes:

#### Print Promotion

- Logo in event program
- Thank You listing in event program
- 1/4 page ad in event program

#### On Site Promotion

- Promotion at host venue
- 300 promotional items in tote bags

Cost: \$500



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# SPONSORSHIP OPPORTUNITIES

## AWESOME SPONSOR

### SUMMIT OF AWESOME

May 1-3, 2009 \* Washington, DC

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### Awesome Sponsorship Includes:

#### Online

- 6 weeks of banner advertising
- Logo with link on hellocraft.com
- Mention in 2 e-newsletters

#### Print Promotion

- Logo in Washington City Paper ad
- Logo in event program
- Thank You listing in event program
- 1/2 page ad in event program

#### On Site Promotion

- Signage at host event venue
- Logo on event banner
- Logo on promotional materials
- 300 promotional items in tote bags
- Signage/promotion at Saturday night party

Cost: \$1,500



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# AWESOME SPEAKER OPPORTUNITIES



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## Speaker Package Includes:

### Online

- Logo with link
- Speaker profile on hellocraft.com

### Print Promotion

- Listing in event program
- 1/4 page ad in event program

### On Site Promotion

- Promotion at host event venue
- 300 promotional items in tote bags
- One free All Access Summit Pass

Value: \$1,000

Share your craft business know-how with Hello Craft Summit attendees.

By leading a seminar, speaking on a panel or teaching a workshop, you will have direct marketing access to more than 200 crafters, volunteers and businesses.



Be part of the Summit of Awesome! Contact Kimberly Dorn at [hellocraftinfo@gmail.com](mailto:hellocraftinfo@gmail.com).

# SPONSORSHIP OPPORTUNITIES

## AWESOME CRAFTER SPONSORSHIP PACKAGE

### SUMMIT OF AWESOME

May 1-3, 2009 \* Washington, DC

Hosted in MidCity \* Hellocraft.com



#### Sponsorship Package Includes:

- Logo with link on [hellocraft.com](http://hellocraft.com)
- Crafter profile on [hellocraft.com](http://hellocraft.com)
- Listing in event program
- 300 promotional items or samples in tote bags

Cost: \$125

Promote your craft at the Hello Craft Summit of Awesome!

By sponsoring the Summit, your craft will be directly marketed to web savvy consumers who support the handmade community.

- \* Promote your Etsy or Artfire shop!
- \* Direct traffic to your website!
- \* Put your craft in front of the movers and shakers of the indie craft world!



Sponsor the Summit of Awesome! Contact Kimberly Dorn at [hellocraftinfo@gmail.com](mailto:hellocraftinfo@gmail.com).

# SUMMIT SPONSORSHIP GENERAL INFORMATION

## SUMMIT OF AWESOME

May 1-3, 2009 \* Washington, DC  
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Hello Craft is a Washington, D.C. based, 501c(6) non-profit organization dedicated to empowering small business owners, advancing independent crafters, and promoting the handmade art movement that is sweeping the nation.

Hello Craft's Summit of Awesome is the first of it's kind to be held in the Nation's Capital. More than 200 creative-types from across the country are expected to attend this 3-day event. Business seminars, craft education, and hands-on workshops will be held throughout the weekend, along with the D.C. premiere of the *Indie Craft Documentary* film, and a music event.

Sponsoring the Hello Craft Summit of Awesome puts your brand directly in the hands of web savvy, young consumers who are dedicated to supporting businesses that support the independent crafting community.



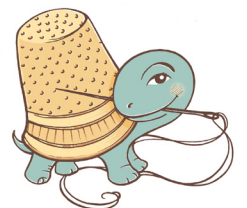
### Web Stats

Launched in September 2008, hellocraft.com is a fast-growing online hub for artists and crafters.

Hellocraft.com receives more than **6,000** unique visitors, **21,100** visits and **195,100** hits monthly.

### Who is Hello Craft?

Hello Crafters are **educated**, young, **tech savvy females**, who tend to be **cutting edge**, with a do-it-yourself **entrepreneurial** spirit.



# SPONSORSHIP OPPORTUNITIES

## VENUE SPONSOR

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### Venue Sponsorship Includes:

#### Online

- 6 weeks of banner advertising
- Logo with link on hellocraft.com

#### Print Promotion

- Logo in event program
- Thank You listing in event program
- 1/4 page ad in event program

#### On Site Promotion

- Signage at host event venue
- Logo on event banner
- 300 promotional items in tote bags

Value: \$1,000



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# SPONSORSHIP OPPORTUNITIES

## HOST VENUE SPONSOR

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### Host Venue Sponsors Receive:

#### Online

- 6 weeks of banner advertising
- Logo with link on [hellocraft.com](http://hellocraft.com)

#### Print Promotion

- Logo in event program
- Thank You listing in event program
- Full page ad in event program

#### On Site Promotion

- Signage at host event venue
- Logo on event banner
- 300 promotional items in tote bags

Value: \$1,500



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