

Midwest Handmade is proud to offer you a sponsorship opportunity in conjunction with its 2019 artisan maker fairs. The advantages of a sponsorship for your business are:

* Get more brand exposure for your promotional dollars.
* Elevate your corporate image.
* Boost company relations with customers, employees, and the community as a whole.
* Increase tourism in your community, bringing dollars into your community.
* All sponsorship monies are adding to our promotional advertising and are spent exclusively on promotion.
* You choose your level of participation.
* You’re supporting small businesses and entrepreneurs.
* We will be doing extensive public relations, social media promotion, advertising and anticipate 3,000-10,000 people in attendance.
* Our target market is 95% female between the ages of 20-55.

Midwest Handmade hosts large, indoor, handmade only, two-day Artisan Fairs. These fairs can feature artisans from a dozen Midwest states. Our first event will be at River’s Edge Convention Center in St. Cloud, MN on May 2-3rd 2020. The second will be held at the Sioux Falls Convention Center in Sioux Falls SD. Our 3rd will be at the La Crosse Center in La Crosse WI. Our shows are indoor only, and are generating a great deal of interest with MN and South Dakota being close to selling out.

We also have smaller one day Artisan Pop Up Shops in Waterloo, IA Aug 1st, and Union MO Oct 17th with more in the works for 2020.

Midwest Handmade was born as a way to support artisan entrepreneurs. We feature a maker each day on our Facebook page and have quickly gained a good following. With over a decade of experience working and mentoring in this industry we are well known and have a great reputation with the artisan community. Our goal is to help make our artists dreams come true.

We believe our sponsorship program to be mutually beneficial and hope you will review the attached sponsorship information and consider the impact your business can have at events such as these, by promoting the generosity and goodwill to local artist communities across the Midwest.

Respectfully,

Christy Arneson

Curator

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**Sponsorship Levels**

**MIDWEST HERO $2,500- This sponsorship level includes all Artisan Fairs & Pop Ups we host for one year. This rate will go up each year as we add more shows.**

As a MIDWEST HERO SPONSOR your business will be promoted before and throughout all events Name and Logo Recognition as follows:

-Extra Large Logo with direct link to company’s website featured on all Event Pages including our Artisan Pop Ups

 -Extra Large Logo Recognition on all event-related promotional collateral including invitations, flyers, email, and posters.

-On Site Exposure: Opportunity to have one extra-large Sponsor logo banner displayed at the events. You are responsible for buying banner and shipping to us.

-Recognition as a Sponsor on event “Thank You” signage

-Recognition as Sponsor during event via three PA announcements per day at our Artisan Fairs.

-Opportunity for brochures/information on our welcome table at our Artisan Fairs.

-Large Logo and contact info on event map handed out to shoppers at our Artisan Fairs.

- Listed as a sponsor on our Facebook and Pinterest pages

-Listed on our website as a Midwest Hero Sponsor

-Certificate of Sponsorship Acknowledgment

**GOLD HERO $1,000** - Recognition as a GOLD HERO SPONSOR your business will be promoted before and throughout the chosen event Name and Logo Recognition as follows:

-Extra Large Logo with direct link to company’s website featured on Event Page

 -Extra Large Logo Recognition on event-related promotional collateral including invitations, flyers email, and posters.

-On Site Exposure: Opportunity to have 1 extra-large Sponsor banner displayed at the event You are responsible for buying banner and shipping to us.

-Recognition as a Sponsor on the event “Thank You” signage

-Recognition as Sponsor during the event via three PA announcements per day. Artisan Fair Only.

-Opportunity for brochures/information on our welcome table.

-Large Logo and contact info on the event map handed out to shoppers. Artisan Fair only.

- Listed as a sponsor on our Facebook and Pinterest pages

-Listed as a Gold Hero Sponsor with medium logo on our website.

-Certificate of Sponsorship Acknowledgment

**CHAMPION $800** - Recognition as a CHAMPION SPONSOR your business will be promoted before and throughout the event Name and Logo Recognition as follows:

-Large Logo with direct link to company’s website featured on Event Page

-Large Logo Recognition on event-related promotional collateral including invitations, flyers, email, and posters.

-On Site Exposure: Opportunity to have one Large Sponsor banner displayed at the event You are responsible for buying banner and shipping to us.

-Recognition as a Sponsor on the event “Thank You” signage

--Opportunity for brochures/information on our welcome table.

-Recognition as Sponsor during the event via two PA announcements per day. Artisan Fair only.

-Small Logo and contact info on the event map handed out to shoppers. Artisan Fair only

- Listed as a sponsor on our Facebook and Pinterest pages

-Listed with small logo on our sponsorship page of our website.

-Certificate of Sponsorship Acknowledgment

**ADVOCATE $600** - Recognition as an ADVOCATE SPONSOR your business will be promoted before and throughout the event Name and Logo Recognition as follows:

-Medium logo and name featured on Event Page

-Recognition on all event-related promotional collateral including invitations, flyers, email, and posters.

-On Site Exposure: Recognition as Sponsor on event “Thank You” signage

-Recognition as Sponsor during event via one PA announcement per day. (2 days) Artisan Fair only.

-Business name and contact info in bold on event map handed out to shoppers. Artisan Fair Only

- Listed as a sponsor on our Facebook and Pinterest pages

-Certificate of Sponsorship Acknowledgment

-Listed as a business sponsor on our website.

**STAR $400 -** Recognition as a STAR SPONSOR your business will be promoted before and throughout the event Name and Logo Recognition as follows:

-Small Company logo and name featured on Event Page

-On Site Exposure: Recognition as Sponsor on the event “Thank You” signage

-Recognition as Sponsor during the event via one PA announcement per day. (2 days) Artisan Fair Only.

-Business name in bold on the event map handed out to shoppers. Artisan Fair Only

- Listed as a sponsor on our Facebook and Pinterest pages

-Certificate of Sponsorship Acknowledgment

**SUPPORTER $200 -** Recognition as a SUPPORTER SPONSOR your business will be promoted before and throughout the event Name and Logo Recognition as Follows:

-Company name featured in bold on Event Page

-Recognition as Sponsor during the event via one PA announcement, you choose Saturday or Sunday. Artisan Fair Only

-Business Name listed on the event map handed out to shoppers. Artisan Fair Only

- Listed as a sponsor on our Facebook and Pinterest pages

 -Certificate of Sponsorship Acknowledgment

**FRIEND $100** - Recognition as a FRIEND SPONSOR your business will be promoted before and throughout the event Name and Logo Recognition as follows:

-Company name displayed on the Event Page

-Business Name listed on the event map handed out to shoppers. Artisan Fairs Only

- Listed as a sponsor on our Facebook and Pinterest pages

-Certificate of Sponsorship Acknowledgment

**IN-KIND Sponsorship** also available, for businesses in which could provide valuable products or services which could help mutually promote each other, such as newspaper brands, and catering companies.

Midwest Handmade will negotiate with eligible businesses regarding a sponsorship level.

Please note no sponsorships will be placed on the small direction yard signs directing traffic to the event.

**Midwest Handmade**

**Sponsorship Form**

As a sponsor for Midwest Handmade Artisan Fairs, I will have the satisfaction of knowing I am making a difference in our Midwest artisans lives and local arts organizations with my contribution. I agree to the following condition:

\*My organization will provide a digital copy of our logo in banner and square form which will be used in promotional materials. And if needed a promotion banner to display at events.

Sponsor Type: **\_\_\_\_ Midwest Hero $2,500 For all Events in 2020**

\_\_\_\_Gold Hero $1,000 \_\_\_\_Champion $800 \_\_\_\_Advocate $600

\_\_\_\_Star $400 \_\_\_\_Supporter $200 \_\_\_\_Friend $100 \_\_\_\_In Kind Please attach your proposal.

**Please circle which event you want to advertise with:**

**May 2-3rd 2020 St. Cloud MN June 6-7th 2020 Sioux Falls SD August 22-23rd 2020 La Crosse WI**

Payment Options:

\_\_\_\_Check Enclosed (made out to Christy Arneson)

\_\_\_\_Credit Card #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Exp\_\_\_\_\_\_\_\_\_

3 digit security code\_\_\_\_\_ Zip Code\_\_\_\_\_\_

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Name:**

**Organization/Business:**

**Phone:**

**Email:**

**Address:**

**Signature: Date:**

**Thank you for your sponsorship and support!**

**Midwest Handmade c/o Christy Arneson 545 Highland St W, Annandale, MN 55302**

**Phone: 763-439-4473 Email: MidwestHandmade@yahoo.com**

**www.MidwestHandmade.com www.facebook.com/MidwestHandmade www.pinterest.com/MidwestHandmade**