

Sponsorship of the Midwest Fiber & Folk Art Fair provides an excellent source for increasing your competitive edge and enhancing your company's image, prestige, and credibility to literally thousands of the Fair's loyal target market of fiber arts enthusiasts.

VISITORS BY INTEREST

knitting, 81%

handspinning, 49%

crochet, sewing 37% ea

weaving, dyeing, 33%

quilting, 30%

Aside from enhanced visibility and image, a broad spectrum of benefits can be gained by sponsorship. From making that personal "touch" with both existing and potential customers, to showcasing services and products; these sponsorship programs are designed to help boost both your short-term and long-term sales and provide the most value for the money for your company.

Given the propensity of consumers to associate sponsorship with the event they promote, sponsorship with the Midwest Fiber & Folk Art Fair aligns your company with one of the most successful and well thought of fiber arts shows in the Midwest.



"GREAT SHOW! Can't wait for next year..."

Many Comments from Surveys

"MFFAF is one of the best organized shows I've ever done. THANK YOU!"

Linda Zepere, Claymates Pottery, 2011 Exhibitor



Midwest Fiber & Folk Art Fair

PO Box 754
Crystal Lake, IL 60039

www.FiberAndFolk.com



sponsorship opportunities

June 22-24, 2012
Lake County Fairgrounds
Grayslake, IL

Friday: 10am-6pm
Saturday: 10am-6pm
Sunday: 10am-4pm

CASHMERE SPONSORSHIP – \$3,500

- Company logo/mention on all advertising released prior to the Fair—includes Midwest region broadcasts, print and electronic media.
- Company mention in all press releases distributed prior to and 3 months after the Fair.
- “Tower” ad with link on front page of event website prior to Fair and for 3 months after event (over 325,000 views in 2011 so far).
- Premium placement of company logo/link in all promotional and “Do It In Public” (DIIP) e-blasts sent out prior to and for three months after the Fair.
- Premium deluxe sponsor banner located in main entrance. Sponsor to provide banner.
- Premium placement of company logo on sponsorship signage at the Fair.
- 10’ x 20’ booth space at front of Fair. If sponsor unable to attend event, large banner will be displayed prominently in the Market. Sponsor to supply banner.
- Premium placement: full page color ad in event program book . Placement is on a first come, first serve basis.
- Numerous promotional mentions throughout the Fair.
- Company name and logo placed on promotional signage used throughout the year at bimonthly “Do It In Public” (DIIP) events.

QUIVIUT SPONSORSHIP – \$2,500

- Sponsorship mention in print and electronic media advertising released prior to the Fair.
- Company mention in all press releases distributed prior to and 3 months after the Fair.
- “Box” ad with link on front page of event website prior to Fair and for three months after the event (over 325,000 views in 2011 so far).
- Select placement of company logo/link in all promotional e-blasts sent out prior to and for three months after the Fair.
- Select sponsor banner located in Fair’s main entrance. Sponsor to provide banner.

- Select placement of company name on sponsorship signage at the Fair.
- 10’ x 10’ booth space at front of Fair. If sponsor unable to attend event, large banner will be displayed in Market. Sponsor to provide banner.
- Select placement of full page color ad in event program book.
- Promotional mentions throughout the Fair.

SILK SPONSORSHIP – \$1,500

- “Box” rotation ad with link on Midwest Fiber & Folk Art Fair website prior to the Fair and for three months after the event (over 325,000 views in 2011 so far).
- Sponsor mention in promotional e-blasts sent out prior to the Fair.
- Company name on sponsorship signage at the Fair.
- 10x10 booth near front of the Fair.
- Half page color ad in event program book.
- Promotional mentions during the Fair.

MERINO SPONSORSHIP – \$575

- “Box” rotation ad with link on Midwest Fiber & Folk Art Fair website (over 325,000 views in 2011 so far).
- Sponsor mention in promotional e-blasts sent out prior to the Fair.
- Company name on sponsorship signage at the Fair.
- Opportunity to send material to be added to an information table at the Fair.
- Quarter page color ad in event program book.



TEACHER SPONSORSHIP

You can sponsor a workshop teacher at the Fair. Each year the Fair brings in a wide selection of workshops and teachers with name recognition. The amount of this sponsorship is based on the costs associated with the teacher. With each sponsorship you will receive:

- Sponsorship mention in print and electronic media advertising anytime that teacher or workshop is mentioned. Teachers with name recognition are a big advertising feature of the event and are mentioned in almost all advertising.
- Select placement of company logo/link in all promotional e-blasts sent out prior to the event any time the teacher is mentioned.
- “Box” ad with link on all workshop pages of event website prior to the Fair and for three months after the event (over 325,000 views in 2011 so far). Workshop pages are among the most frequently visited pages on our website.
- Select placement sponsorship signage at the Fair and mention of sponsorship in the workshops sponsored. Optional: small Sponsor banner in classroom. Sponsors provide banner.

Note: all Cashmere, Quivitu, Silk and Merino sponsorships include passes to the Fair, Badges, and recognition after the Fair. Please inquire for details.



“...the best fiber fair that I’ve ever been to.”