



# of them all!

August 1, 2, 3, 2014 in the Expo Center at the Lake County Fairgrounds, Grayslake, Illinois

The Midwest Fiber & Folk Art Fair is now offering a sponsorship program to assist in the public promotion of and education about fiber and other folk arts.

In 7 short years the Midwest Fiber & Folk Art Fair has experienced phenomenal success, attracting over 30,000 people from 49 states and 8 countries to shop, learn, and celebrate the fiber and folk arts and the work of THEIR hands.

**Why?** According to a study reported in the Wall Street Journal in 2007, the fiber arts are experiencing a worldwide Renaissance, and over 53 Million Americans are now knitting. This growth continues. But we don't stop there, unlike other events, we don't specialize in one fiber art, but celebrate all fiber arts, thereby extending our audience and appeal.

Your sponsorship will promote your business to our many fair attendees and provide web exposure!

#### DEMOGRAPHICS:

- ❖ The Fair is located midway between Chicago and Milwaukee, and close to Madison, WI. The population base for this local area is 10,000,000+. Our target audience are women, ages 20-60, with above average income (money to spend on themselves).
- ❖ We are the largest event in Illinois for spinners. We attract spinners not only from Illinois, but from 49 states and 8 countries around the world. We have classes and vendors especially for spinners and they come to the Fair to buy good fleeces. Further, we also attract knitters, crocheters and weavers and expose them to spinning. We have taught many new spinners in our 8 years.
- ❖ Our e-list is at 6,200 and growing. We send e-news to the master list 1-2 times a month until about April. Then we send them out 3+ times a month, depending upon deadlines and announcements. Do It In Public e-mail goes out 2-3 each month.

#### FLEECE COMPETITION SPONSORSHIPS (LLAMA AND ALPACA DIVISIONS ONLY) 3 LEVELS:

##### Class Sponsor—\$35

As a Class Sponsor of the Fleece Competition, you are entitled to:

- ❖ Web listing (no link) on the MFFAF Fleece Competition Page. Those who sponsor 2 classes will also include a link to their web site or email. Those who sponsor 3 or more classes will get a logo image (100 px X 100px) with link, and acknowledgement in enews (see below),
- ❖ Listing in program book as a sponsor
- ❖ Listed on the Sponsor Signage in the Fleece Competition at the Fair
- ❖ Be listed on our supporter's page in the web site as a Class Level Sponsor (no link) Sponsor 2 or more classes and get a link.

##### Reserve Champion Sponsor—\$100

As a Reserve Champion Sponsor, you are entitled to all of the above PLUS:

- ❖ Web link to your web site or email and logo image (up to 100px X 100px) on the MFFAF Fleece Competition Page. Your logo will be at the top of your Division, just beneath the Grand Champion Sponsor in all media.
- ❖ Receive one pass to the Fair for day of their choice (must create logon to MFFAF to get pass)

##### Grand Champion Sponsor—\$125

As a Grand Champion Sponsor, you are entitled to all of the above PLUS:

- ❖ Top placement of web link to your web site or email plus logo image (up to 132px X 132px) on the MFFAF Fleece Competition Page for your Division.
- ❖ Be listed/linked on our supporter's page in the web site as a Grand Champion Sponsor
- ❖ Acknowledgement of sponsorship in one enews delivered to 5000+

*Come Celebrate the Work of YOUR Hands!*



## 2014 Midwest Fiber & Folk Art Fair Fleece Sponsorship Program

Midwest Fiber & Folk Art Fair  
PO Box 754  
Crystal Lake, IL 60039  
(815) 276-2537  
[www.FiberAndFolk.com](http://www.FiberAndFolk.com)

Sponsor:(Company/Farm Name, as you would like it to appear on web/program):

Contact:(First & Last Name):

Address:

City:

State:

Zip:

Phone:

E-mail:

Web URL:

### DIVISION II (LLAMA) SPONSORSHIP: (circle as many as apply):

Grand Champion - \$125

Reserve Champion - \$100

Class Sponsor - \$35/ea

#### Div II Classes: (circle as many as apply):

A1. Double Coat: 5 – 24 months

A2. Double Coat: 25 months+

B1. Single Coat: 5 – 24 months

B2. Single Coat: 25 months+

C1. Suri: 5 – 24 months

C2. Suri: 25 Months+

### DIVISION III (ALPACA) SPONSORSHIP: (circle as many as apply):

Grand Champion - \$125

Reserve Champion - \$100

Class Sponsor - \$35/ea

#### Div III Classes: (circle as many as apply):

A1. Huacaya, Light: 5 – 24 months

A2. Huacaya, Light: 25 months+

B1. Huacaya, Dark: 5 – 24 months

B2. Huacaya, Dark: 25 months+

C1. Huacaya, Mixed: 5 – 24 months

C2. Huacaya, Mixed: 25 Months+

D1. Suri, Light: 5 – 24 months

D2. Suri, Light: 25 Months+

E1. Suri, Dark: 5 – 24 months

E2. Suri, Dark: 25 Months+

**TOTAL AMOUNT** (add above): \$ \_\_\_\_\_

**DUE DATE:** Immediately. Your web promotions will begin as soon as your check is processed and clears.

#### PLEASE REMIT PAYMENT TO:

**By Charge:** please go to [www.fiberandfolk.com/sponsor.htm](http://www.fiberandfolk.com/sponsor.htm) and hit the appropriate "Add to Cart" button(s).

**By Check:** make checks payable and send to:

Midwest Fiber & Folk Art Fair  
PO Box 754  
Crystal Lake, IL 60039-0754

Signature

Date

*Come Celebrate the Work of YOUR Hands!*

