



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).
- ❖ 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.

#### SPONSORSHIPS:

We offer two types of sponsorships: 8 levels that are an overall/event sponsorship; and a special workshop sponsorship. All sponsorships include promotion of YOUR business in these ways:

#### OVERALL/EVENT SPONSORSHIPS - 6 LEVELS:

##### Angora—\$100

As an Angora Sponsor you are entitled to:

- ❖ Be listed in our event program book
- ❖ Be listed on our supporter's page in the web site (with link)
- ❖ Be listed on sponsorship signage at the Fair
- ❖ Receive a Fair pass for the day of your choice

##### Mohair—\$250

As an Mohair Sponsor you are entitled to the same benefits as "Angora" above, PLUS:

- ❖ Receive a \$10 Gift Certificate for the FairWear booth at the Fair
- ❖ Be listed in one Fair E-news as a sponsor (distributed to over 5,000 fair enthusiasts)
- ❖ One Web Ad (132 px x 198 px or 1.83" x 2.75" at 72 dpi resolution) on either our Market page or our Do It In Public page (your choice) to run from date of sponsorship through 9/30/14
- ❖ One 1/8 page 4-color ad in our event program book, artwork due June 1, 2014

##### Merino—\$500

As a Merino Sponsor you are entitled to the same benefits as "Mohair" above, PLUS:

- ❖ Receive an additional (two) Fair pass for the day of your choice
- ❖ Receive an additional \$15 (\$25 total) Gift Certificate for the FairWear booth at the Fair
- ❖ Receive an additional (two) Web Ad: one on both the Market page and Do It In Public page
- ❖ Upgrade to one 1/4 page 4-color ad in our event program book, artwork due June 1, 2014

*Come Celebrate the Work of YOUR Hands!*

## **Silk—\$1000**

As a Silk Sponsor you are entitled to the same benefits as “Merino” above, PLUS:

- ❖ Receive two 3-day Fair passes
- ❖ Receive an additional \$25 (\$50 total) Gift Certificate for the FairWear booth at the Fair
- ❖ Be listed in two additional (3) Fair E-news as a sponsor
- ❖ Receive an additional (3 ads) Web Ad: on our Market page, on our Do It In Public page, and on the News page
- ❖ Upgrade to one 1/2 page 4-color ad in our event program book, artwork due June 1, 2014
- ❖ 2' x 3' sponsorship banner (2 color) to be displayed in area of your choice: animals, art exhibit, demonstrations, or food & music
- ❖ One 10' x 10' booth.

## **Quiviut—\$2500**

As a Quiviut Sponsor you are entitled to the same benefits as “Silk” above, PLUS:

- ❖ Receive two additional (4) 3-day Fair passes
- ❖ Receive an additional \$75 (\$125 total) Gift Certificate for the FairWear booth at the Fair
- ❖ Be listed in fan additional (4) Fair E-news as a sponsor
- ❖ Receive an additional (4 ads) Web Ad: on our Market page, on our Do It In Public page, on the News page; and one on the map page (directions).
- † Upgrade to one full page 4-color ad in our event program book, artwork due June 1, 2014
- ❖ 2' x 4' sponsorship banner (2 color) to be displayed in area of your choice: animals, art exhibit, demonstrations, or food & music
- ❖ An additional 10' x 10' booth (10' x 20' space).
- ❖ Sponsor Parking Pass

## **Cashmere—\$5000**

As a Cashmere Sponsor you are entitled to the same benefits as “Quiviut” above, PLUS:

- ❖ Be listed in all Fair E-news for 3 month period as a sponsor
- ❖ Receive an additional (5) Web Ad, all top placement: on our Market page, on our Do It In Public page, on the News page, on the map page (directions), and a logo image on the HOME page.
- ❖ Upgrade to one 2-Page Spread 4-color ad in our event program book, artwork due June 1, 2014
- ❖ An additional 10' x 10' booth (10ft x 30ft space).
- ❖ Be listed in all DIIP E-news from date of sponsorship (2x a month to 2400 local subscribers) until 9/30/14
- ❖ Be included on signage at all bimonthly DIIP events until 9/30/14
- ❖ Invitation to special dinner Thursday night before the Fair.

## **WORKSHOP SPONSORSHIPS**

Workshop Sponsor – TBD by Workshop/Teacher's associated costs

We offer a special workshop sponsorship. You sponsor the teacher and teacher fees associated with the workshop (travel, hotel, meals; generally \$1500-\$3000, depending on the teacher) and in turn you entitled to the following benefits:

- ❖ Be listed in our event program book
- ❖ Be listed on our supporter's page in the web site (with link)
- ❖ Be listed on sponsorship signage at the Fair
- ❖ Receive two 3-day Fair passes
- ❖ Receive a \$50 Gift Certificate for the FairWear booth at the Fair
- ❖ Be listed in ALL Fair E-news related to workshops (most of them) from date of sponsorship
- ❖ A web ad or logo (132 px x 198 px or 1.83" x 2.75" at 72 dpi resolution): on every workshop page (there are a lot of them and they are heavily accessed once workshops open up).
- ❖ One 1/4 page 4-color ad in our event program book, artwork due June 1, 2014
- ❖ 2' x 3' sponsorship banner (2 color) to be displayed in the classroom for the teacher or by the workshop entry area – your choice.
- ❖ One 10' x 10' booth.
- ❖ Invitation to special dinner Thursday night before the Fair.

*Come Celebrate the Work of YOUR Hands!*



## 2014 Midwest Fiber & Folk Art Fair 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:

**SPONSORSHIP LEVEL** (choose one or more, as you wish):

Angora Level—\$100

Mohair Level—\$250

Merino Level—\$500

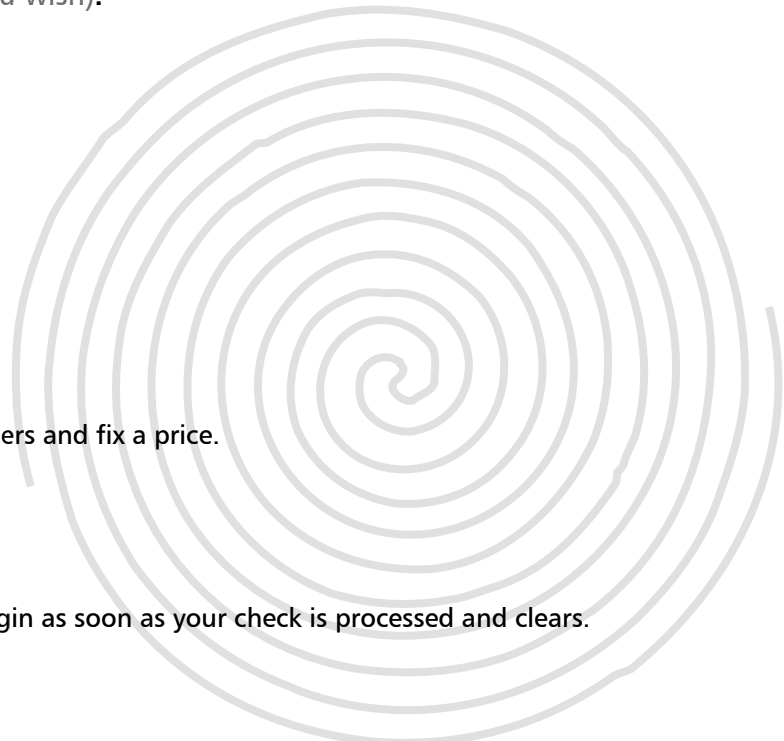
Silk Level—\$1,000

Quiviut Level—\$2,500

Cashmere Level—\$5,000

Workshop Level—\$TBD

We will be in touch with you to discuss teachers and fix a price.



**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:**

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

Signature

Date

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