



# dear handmade life

EVENTS, EDUCATION AND COMMUNITY FOR CREATIVES AND  
PASSIONATE SMALL BUSINESS OWNERS

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## SPONSORSHIP DECK

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[DEARHANDMADELIFE.COM](http://DEARHANDMADELIFE.COM)  
[PARTNERS@DEARHANDMADELIFE.COM](mailto:PARTNERS@DEARHANDMADELIFE.COM)

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# dear handmade life

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## TABLE OF CONTENTS

ALL ABOUT US . . . . . PAGE 3

THE DEMOGRAPHICS . . . . . PAGE 4

SPONSOR TESTIMONIALS . . . . . PAGE 5

PREVIOUS SPONSORS . . . . . PAGE 6

OUR EVENTS & OPPORTUNITIES . . . . . PAGE 7

CAMP DHL SPONSOR DECK . . . . . PAGE 8

DIGITAL SPONSOR DECK . . . . . PAGE 14

PATCHWORK SHOW SPONSOR DECK . . . . . PAGE 20

CRAFTCATION CONFERENCE SPONSOR DECK . . . . . PAGE 23

LET'S COLLABORATE! - CONTACT INFO . . . . . PAGE 31





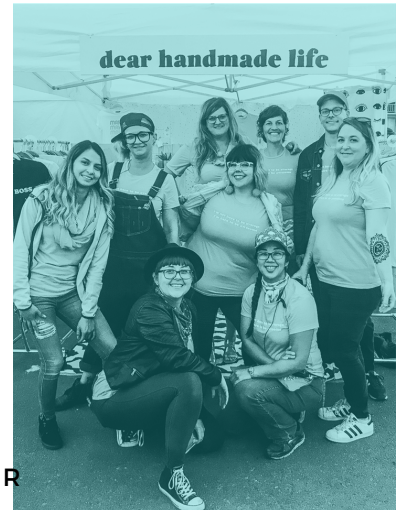
# dear handmade life

all about us

DURING OUR 13 YEARS IN BUSINESS  
WE HAVE...

- **Welcomed over 500,000 guests** to shop local, celebrate community and craft with us at our multi-city biannual Patchwork Show festivals where we **provided nearly 15,000 artists with a venue** to grow their businesses, share their products and inspire others.
- **Helped thousands of creatives** turn passion into a profession, become besties with their inner artist and find camaraderie through our life-changing Craftcation Conference.
- Shared business know-how, art and craft inspiration and true tales of being a creative misfit and entrepreneur through **our 100+ podcast episodes, 800+ blog posts and thriving social media audience of 70k+ engaged followers.**

hello  
**i'm nicole**  
THE CEO &  
CREATIVE DIRECTOR





# dear handmade life

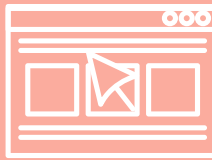
## the demographics



### NEWSLETTER

32,800+  
NEWSLETTER  
SUBSCRIBERS

30%  
NEWSLETTER  
OPEN RATE



### WEBSITE + BLOG

40,000+  
UNIQUE  
MONTHLY  
WEBSITE/BLOG  
USERS

80,000+  
MONTHLY  
WEBSITE/  
BLOG  
PAGEVIEWS



### SOCIAL MEDIA

74,000+  
ENGAGED  
SOCIAL  
MEDIA  
FOLLOWERS

PODCAST  
500K  
DOWNLOADS

### OUR AUDIENCE INCLUDES:

- Our blog readers
- Our website visitors
- Social media followers
  - Craftcation Conference attendees
  - Patchwork Show vendors and guests
  - Camp Dear Handmade Life attendees

Sponsors have the opportunity to target specific groups within our audience as well as the entire group. This gives brands the opportunity to reach out to a specific demographic, for example: creative business owners, influential bloggers or people in a specific region.



# dear handmade life

## sponsor testimonials

"As sponsors, it was so great to overhear people mention how much they enjoyed getting to know our brand. Our presence at Craftcation has been integral in the formation of our **BRAND RECOGNITION AND CONTINUED GROWTH.**"  
-Lauren Macaluso, Sponsor

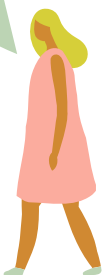
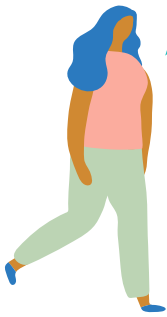
"Being a sponsor at Craftcation was a **GREAT EXPERIENCE, A REAL PARTNERSHIP** with a serious, passionate, collaborative, and well-organized team devoted to making the event a success on both a micro and macro level for everyone involved. We look forward to working with them again."  
-Melanie Falick, Sponsor

Dear Handmade Life was a joy to work with. They made certain every detail was sorted and worked closely with us to ensure that the event we were organizing together would be successful. They took care of all the details and managed to get 200+ signups for the event. We got several new customers (and fans) from the event. Dear Handmade Life also got us in front of more potential ambassadors that we are now working with to build community. Thanks team!  
-Roslyn Teng, Sponsor

Thanks for running **OUR FAVORITE** craft conference ever created. It really is the best.  
-Christina Loff, Sponsor

"Craftcation is an authentic and original program bringing together some of the most talented and collaborative people within independent businesses. **WE WILL DEFINITELY BE BACK NEXT YEAR**"  
- Carol Cho, Sponsor

We have sponsored it for the past two years because not only has Nicole effectively integrated us into programming but we have been incorporated into workshops that push and challenge attendees to think about our product a bit differently."  
- Annelies Zijderveld, Sponsor





# dear handmade life

## previous sponsors





# dear handmade life

## our events & opportunities



**CAMP**  
DEAR HANDMADE LIFE



**OUR ONLINE  
COMMUNITY**



**PATCHWORK  
SHOW**



**CRAFTCATION  
CONFERENCE**

# camp

DEAR HANDMADE LIFE

## CAMP DHL SPONSORSHIP DECK





# camp

DEAR HANDMADE LIFE

## the details

CAMP DEAR HANDMADE LIFE IS THE ONLY AT-HOME EXPERIENCE OF ITS KIND THAT PAIRS EXPERT CRAFT AND BUSINESS INSTRUCTION AND GOAL-GETTING COURSEWORK WITH THE KIND OF COMMUNITY CONNECTIONS THAT YOU THOUGHT WERE ONLY POSSIBLE IN-PERSON.

### 500 ATTENDEES



- Influential bloggers, crafters, creative business owners and DIY enthusiasts
- Early adopting tastemakers with a wide reach
- 90% have a website and/or blog
- Average age: 25-38 years & 90% female
- Educated and employed with a median income of 95k
- Highly active on social media and online

### VIRTUAL RETREAT



- Virtual event
- Annually in the summer
- Six week program that closes with a 3-day virtual summit

### 26+ WORKSHOPS & EVENTS



- 8 core pre-recorded craft and business classes
- 18 live, interactive craft and business classes
- Daily live activities and gatherings



PRESS PLAY TO  
WATCH OUR  
CAMP DHL VIDEO

# camp

DEAR HANDMADE LIFE

## opportunities



### TITLE SPONSOR

Your brand name on all digital and printed conference materials including the care package, website etc. i.e: Camp Dear Handmade Life presented by: "Your Brand".



### CARE PACKAGE INCLUSION

Make an impact on influential attendees by including an item in our care packages that are shipped to all attendees. Care packages include incentives for attendees to share and tag sponsors on social media.



### KEYNOTE SPONSOR

You'll get a 2-5 minute intro before the keynote and a chance to align your brand with an influential creative.



### REGISTRATION PACKAGES

Full Camp DHL passes extended to sponsors for either sponsor attendance or for sponsors to use to promote their brand through contests or giveaways.



### SPONSOR-HOSTED EVENING EVENT

We'll work with you to create a virtual evening event that highlights your brand and entices attendees. This is a great chance to get creative: you can do a craft party, karaoke, a scavenger hunt, bingo, trivia or anything else you dream up.



### DAILY ASSEMBLY

Every day begins and ends with all of us gathering for an assembly where we'll share announcements and inspiration for and from the day. You'll get a 2-5 minute intro to your brand and the opportunity to share a special activity, prompt, short demo, etc.

# camp

DEAR HANDMADE LIFE

## opportunities



### WEEKLY CABIN ITINERARY

Attendees receive a weekly itinerary email with a welcome video, self-paced solo challenges, group project collaborations and guided discussions for the six weeks of Camp DHL. Sponsoring a week means incorporating your brand into several aspects of the week from the activity to the welcome video and more. We'll work with you to create an authentic integration that attendees connect with and reflects your brand.



### SPONSOR-HOSTED CLASS

Create and teach a workshop that highlights and reflects your brand. Sponsors work with Camp DHL to design a workshop based around your products or services that engages attendees with their company and products. This is an amazing chance to get creative and include social media promotion of the project in real time by our influential attendees and presenters.



### SPONSOR-HOSTED FIELD TRIP

Think of Field Trips as a virtual talent show where attendees can drop-in to an online room and experience a wide variety of activities or hangouts. Field Trips can be scheduled any time during Camp DHL. Sponsored field trips could include a demo, activity or craft project, discussion, tour, etc.



### BETWEEN SESSION REFRESHER ACTIVITY

These are short 5-15 minute activities geared to help attendees refresh and refocus before and after classes. We'll work with you to create a break activity that speaks to attendees and highlights your brand. Ideas include a guided walking meditation, a nature walk scavenger hunt, a mini dance party, a quick yoga stretch and more,

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## opportunities



### LUNCH ACTIVITY

Our 30 minute lunch activities allow you to not only intro your brand to attendees but also engage with them through an activity, demo, short panel and more.



### EXISTING CLASS SPONSORSHIP

Sponsoring an existing workshop is the perfect chance to align your brand with a topic and/or instructor. Class sponsorship options include five-minute introduction to the class and welcoming attendees, working with the instructor to include your brand in class content, providing the equipment, tools and supplies for hands-on classes or getting creative through innovative ways to expose your brand to attendees.



### CAMPER NEWS EMAIL INCLUSION

Every two weeks, between registration and the first week of Camp DHL, attendees will receive a Camper News email featuring helpful hints and how-tos for making the most of their time at Camp DHL with resources, treats and bonus surprises. We'll include your brand in the newsletter in a way that aligns to the week's content and features an image, blurb and link of your choice,



### CAMPER LODGE PAGE FEATURE

All the info attendees need to navigate Camp DHL lives on The Camper Lodge Page. This is a private page on our site where attendees will instructions, resources and more. You'll get a feature in Camp DHL Friends section that includes an image, blurb and link of your choice,

# camp

DEAR HANDMADE LIFE

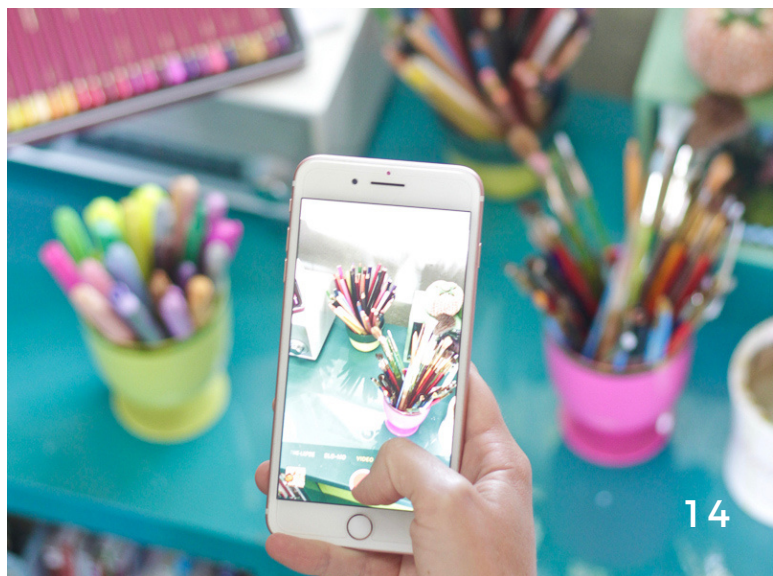
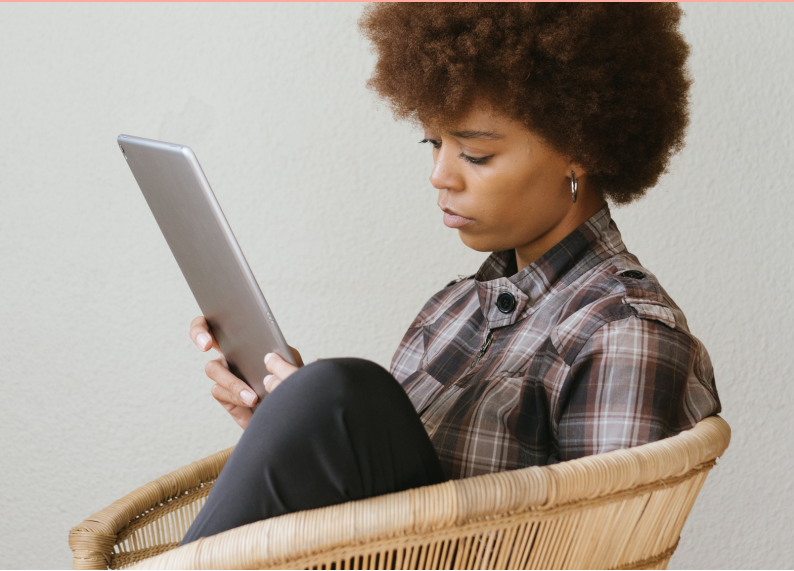
## packages

OPPORTUNITY	PLATINUM	GOLD	SILVER	BRONZE	COPPER
Camp DHL title sponsor	YES				
Keynote sponsor	YES	YES			
Sponsor-hosted evening event (drag queen bingo or other)	TWO	ONE	ONE		
Daily greeting & assembly or closing sponsorship	TWO	ONE			
Sponsorship of one of the Cabin Weekly Activities	ONE	ONE	ONE		
Sponsor-led craft, business or wellness class	TWO	ONE	ONE	ONE	ONE
Sponsor-hosted field trip		ONE	ONE	ONE	
Sponsor-led morning or afternoon break activity 10-(15 minutes)		ONE	ONE	ONE	
Sponsor-led lunch activity (30 minutes)	ONE	ONE			
Sponsor an existing class	TWO	ONE	ONE	ONE	
Care package inclusion	YES	YES	YES	YES	YES
Sponsor a BIPOC attendee	FOUR	THREE	ONE		
Camp DHL tickets	FOUR	THREE	TWO	ONE	ONE
Inclusion in bi weekly Camp DHL attendee emails (only 2 sponsors per email)	TWO	ONE	ONE	ONE	ONE
Inclusion of a coupon on Camp DHL attendee Lodge Page	YES	YES	YES	YES	YES
Logo and link on webpage	YES	YES	YES	YES	YES
Digital sponsorship	WEEK EVENT	WEEKEND EVENT	BLOG, SOCIAL & PODCAST	BLOG & SOCIAL	SOCIAL
RATE	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500



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## DIGITAL SPONSOR DECK



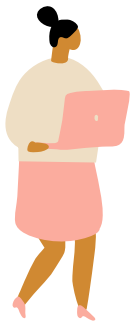


# dear handmade life

## DIGITAL SPONSORSHIP

### the details

THE DEAR HANDMADE LIFE ONLINE AUDIENCE LOVES CONNECTING WITH BRANDS THAT SHARE THEIR DEDICATION TO LIVING, SHOPPING AND WORKING WITH INTENTION. THEY ARE SMALL BUSINESS OWNERS, CRAFT ENTHUSIASTS AND CREATIVES WHO WE ENGAGE WITH VIA OUR BLOG, PODCAST, NEWSLETTER AND SOCIAL MEDIA.



#### OUR AUDIENCE

- Influential bloggers, crafters, creative business owners and DIY enthusiasts
- Early adopting tastemakers with a wide reach
- 90% have a website and/or blog
- Average age - 25-38 years old & 90% female
- Educated and employed with a median income of 95k
- Highly active on social media and online

#### THE PODCAST

- 100+ episodes
- 500k+ downloads
- Prestigious creative expert guests



#### THE BLOG

- 40k+ unique monthly users
- 80k+ monthly website/blog views
- 800+ blog posts



#### THE NEWSLETTER

- 32k+ subscribers
- 30% open rate



#### SOCIAL MEDIA

- 25k+ Instagram
- 23k+ Pinterest / 1.6 million monthly views
- 27k+ Facebook
- 5k+ Twitter





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## DIGITAL SPONSORSHIP opportunities

THE CLUB PAGE CREATED FOR OUR COMMUNITY OVER COMPETITION WEEK EVENT WITH OUR SPONSOR AMPJAR

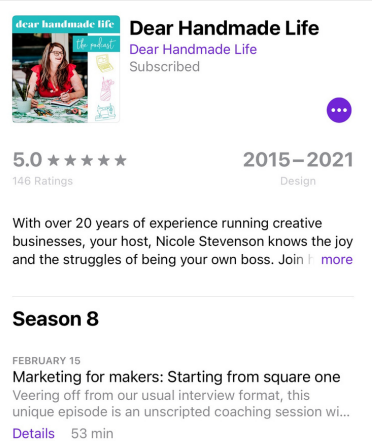


### WEEK OR WEEKEND EVENT

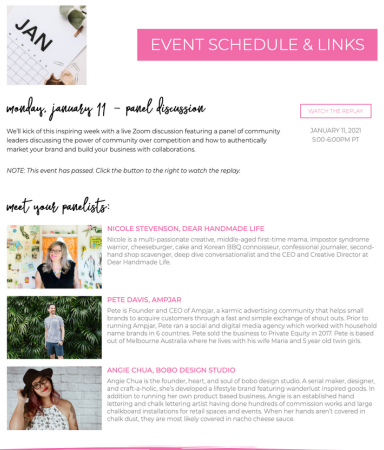
We'll work together to create an immersive, customized week or weekend series of themed events around your brand. Events can include webinars, live demos or workshops and more. We'll announce the events on our social media channels and newsletters. Participants will opt-in to the events (you can capture their email addresses) and they'll receive a series of emails about the events and your brand. Click [here](#) to see an example of the participants landing page for a recent collaboration, Community Over Competition Week.

### PODCAST AD

The bi-weekly Dear Handmade Life podcast features interviews, conversations, intimate stories and practical advice for living a creative life filled with intention and purpose. Reach our podcast's dedicated following of 7,000+ listeners per episode with an ad that you record or we record for you.



### EVENT SCHEDULE & LINKS



### RESOURCE LISTING

Join our resource list which is hosted on our website. This is the place we send our audience to access our favorite goods and services. Listings last one month and feature an image, 1-3 sentences about your brand, link and your coupon code or deal for our audience.

### RESOURCES & TREATS







# dear handmade life

## DIGITAL SPONSORSHIP opportunities

### BLOG POST

Sponsored blog posts provide an excellent opportunity to showcase a product or service to our readers. Our staff writers will create a unique DIY tutorial, recipe or editorial post featuring your brand. We also create a custom pinable graphic spread for each sponsored post. You have the opportunity to create a contest or giveaway with the post to increase traction.



a note from nicole...

Hello Friends!

I went to Horse Camp in 6th grade. I wasn't that into horses but my best friend was a horse fanatic and I couldn't imagine not seeing her for two weeks, so I convinced my mom that my sudden obsession with horses was 100% genuine and that horse camp was a solid investment.

I remember two things about Horse Camp.

1. All the feeding, cleaning and shoeing of the horses coupled with the surprise discomfort of actually riding a horse solidified me not being into horses.
2. This annoying old camp song that we sang multiple times a day about going on a bear hunt. During the bear hunt song (why on earth are kids hunting bears?) various obstacles... a river, a cave etc. arise and the kids sing, "Can't go over it, Can't go under it, Can't go around it, Got to go through it!"

Over thirty years since I was that kid with the red plastic framed glasses and braces nervously french braiding my hair in the blurry camp bathroom mirror, that song pops into my head whenever I'm in a rough spot. I always sing that refrain over and over in my head, "Can't go over it, Can't go under it, Can't go around it, Got to go through it."

Love, Nicole

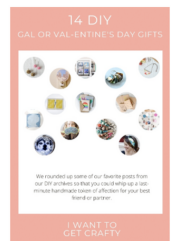
WHAT'S NEW

new podcast episode alert!



Maya and I talk about discovering where your natural abilities converge with your purpose, passion and profession, how uncovering and sharing your brand story is key to success, and about how to charge your worth.

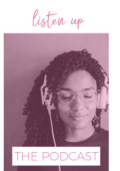
LISTEN NOW



### NEWSLETTER FEATURE

Newsletter features include a custom designed graphic and are a great chance to connect with our engaged mailing list. You have the opportunity to create a discount and contest or giveaway with the feature.

love, nicole & the dear handmade life team



BLOG PODCAST CRAFTCATION CONFERENCE SHOP PATCHWORK SHOW ONLINE LEARNING

#### DIY PAINTED GEOMETRIC WOODEN BOX

July 7, 2017 By Guest Contributor — Leave a Comment

*Editor's Note: We're excited to welcome Nik Sandover from Making Things for some guest posts. Nik is one of the craft managers for our business and makes conference t-shirts as a super talented maker and photographer.*

*P.S. — If you're inspired by this project and want to get your DIY on or need packaging or shipping supplies for your business, check out our friends at PaperMart. PaperMart is a fourth-generation family owned business and they're the largest discount packaging, bulk gift wrapping, and party supplies company in the United States! From craft project supplies to packaging to deliver to shipping supplies to label and MORE... PaperMart is awesome!*

—Nicole S.



Hi there! Nik here from Making Things, do you ever get the feeling you are just drowning in craft supplies? For me it's definitely embarrassing, I think I have more than enough to last me a lifetime (or two) of embossing. So I came up with a super cute & easy way to help keep some of my floss under control with this painted wooden box! Let me show you how it's done.

WHAT TO GET:

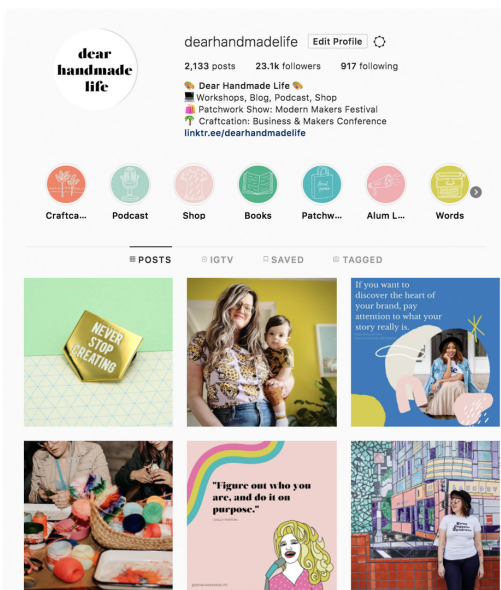


- Wooden box (I used the large in this set from PaperMart)
  - Acrylic craft paint (this set is under \$20 and includes 18 colors!)
  - Paint brushes in various sizes, small flat brushes for detail if desired (this is a great starter set)
  - Paint palette, palette paper, scrap cardboard will also work (we love these reusable ones)
  - Washi tape
  - Hot glue gun + glue stick (this is a great mini one)
- \*Found object for knob, I used a vintage wooden spool of thread (you can get one here). Other suggestions: small plastic dinosaur toy, rough cut crystal/gem, old cabinet drawer pull, sea shell etc. the possibilities are endless!*
- WHAT TO DO:
1. Apply washi tape to the box in as many random geometric shapes as you'd like, keeping in mind that what you cover up with the tape will be left natural.



# dear handmade life

## DIGITAL SPONSORSHIP opportunities



### SOCIAL MEDIA FEED POST

Connect with our highly engaged social media audience on Facebook, Twitter, Instagram and Pinterest. Social media posts include a graphic or photograph as well as links of your choice.



### INSTAGRAM REEL

We love getting creative with IG Reel content. From crafty how-tos to business tips and artsy mini-movies, we bring the DIY spirit and our unique aesthetic and love of storytelling.

### INSTAGRAM STORY SERIES

We'll work together to create a series of Instagram stories around your brand, product or service. We'll handle the graphics, tag your handle and utilize our swipe up feature in every slide for the link of your choice.

### FACEBOOK OR INSTAGRAM LIVE & IGTV

Looking to collaborate on a longer form content? Our Facebook or Instagram Live and IGTV channels give you the opportunity to share more with audience to create and solidify a deeper connection. These are perfect for demos, how-tos, onboarding webinars and more.



# dear handmade life

## DIGITAL SPONSORSHIP packages

OPPORTUNITY	WEEK EVENT	WEEKEND EVENT	BLOG & SOCIAL	SOCIAL ONLY	PODCAST ONLY
Week event	YES				
Weekend event		YES			
Dedicated newsletter	ONE	ONE			
Sponsored online event (1 hour max)	TWO	ONE			
Blog post	TWO	ONE	ONE		
Facebook Live Q & A, unboxing, demo, activity	ONE				
IGTV	ONE				
Resource listing	ONE	ONE	ONE		
Instagram reel	TWO	ONE	ONE	ONE	
Newsletter feature	THREE		ONE	ONE	
Instagram post	TWO	ONE	ONE	ONE	
Facebook post	TWO	ONE	ONE	ONE	
Podcast ad midroll 60 seconds	ONE				TWO
Podcast ad midroll 30 seconds		ONE			
Pinterest post (3 scheduled graphics)	TWO	ONE	ONE	ONE	
Podcast ad preroll or outro 15 seconds	ONE				TWO
Instagram story series 3+ slides	SIX	TWO	ONE	ONE	
Twitter post	SIX	TWO	ONE	ONE	
RATE	\$5,000	\$3,000	\$1,200	\$750	\$385

dear handmade life's

# PATCHWORK SHOW

## MODERN MAKERS FESTIVAL

### SPONSORSHIP DECK



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# PATCHWORK SHOW

## MODERN MAKERS FESTIVAL



the details

PATCHWORK SHOW IS DEAR HANDMADE LIFE'S BI-ANNUAL, MAKERS FESTIVAL SHOWCASING LOCAL EMERGING ARTISTS, CRAFTERS AND DESIGNERS ALONGSIDE ARTISAN FOOD, DIY CRAFT WORKSHOPS, GOURMET FOOD TRUCKS AND INDIE MUSIC.

### OUR GUESTS

- Average age: 25-45 years
- 65% female
- Educated & employed with a median income of 115k
- Strong commitment to shopping local and supporting the artisan food and craft movements as well as conscious consumerism.



### OUR VENDORS

- Small business owners with an average of 1-10 employees
- Creatives who craft as a career and for pleasure
- 90% have a website and/or blog
- Educated & employed with a median income of 95k
- Highly active on social media and online



### EST. 2008

- 4k-8k guests during a six-hour show
- 100-250 vendors per show
- Several bi-annual Northern and Southern California locations



The most abundantly organized, fun, good energy, profitable event I have ever participated in yet (and I have done a lot of them through the years).  
-Sheri Marks,  
Patchwork Show Alum

PRESS PLAY  
TO CHECK  
OUT  
PATCHWORK  
SHOW



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# PATCHWORK SHOW

## MODERN MAKERS FESTIVAL



ALL SPACES INCLUDE THE OPTION FOR ENTRANCE TABLE PROMOTIONAL MATERIALS AND AT-EVENT GIVEAWAYS/CONTESTS. TENTS, TABLES AND BOOTH EQUIPMENT NOT INCLUDED.



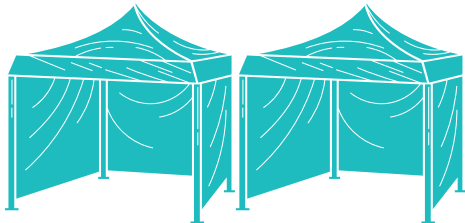
### SMALL BOOTH

4 x 6 booth space  
Perfect for a small table & umbrella  
Rate: \$400



### MEDIUM BOOTH

10x10 booth space  
Fits a standard 10x10 pop-up tent  
Rate: \$750



### LARGE BOOTH

10x20 booth space  
Fits (1) 10x20 or (2) 10x10 pop-up tents  
Rate: \$1200



dear handmade life's  
**craftcation**  
BUSINESS & MAKERS CONFERENCE

CRAFTCATION SPONSORSHIP OPPORTUNITIES



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# craftcation

BUSINESS & MAKERS CONFERENCE

## the details

CRAFTCATION, HELD ANNUALLY IN THE ARTSY, SEASIDE TOWN OF VENTURA IN SOUTHERN CALIFORNIA, FEATURES INDUSTRY EXPERTS LEADING ATTENDEES IN SMALL BUSINESS CLASSES AND CRAFT WORKSHOPS AS WELL AS SOCIAL GATHERINGS TO CONNECT, EDUCATE AND FOSTER COMMUNITY.

### 500 ATTENDEES



- Influential bloggers, crafters, creative business owners and DIY enthusiasts
- Early adopting tastemakers with a wide reach
- 90% have a website and/or blog
- Average age: 25-38 years & 90% female
- Educated and employed with a median income of 95k
- Highly active on social media and online



### EST. 2012

- In-person
- Annually in April
- Five days (Wednesday - Sunday)
- Ventura Beach, California

### 200+ WORKSHOPS & EVENTS



- Hands-on DIY craft workshops
- Business lectures and panels
- Social gatherings and parties



PRESS PLAY TO  
SEE THE MAGIC  
OF CRAFTCATION  
CONFERENCE



dear handmade life's  
**craftcation**  
BUSINESS & MAKERS CONFERENCE

opportunities



TITLE SPONSOR

Your brand name on all digital and printed conference materials including the program cover, gift bags, website etc. I.e: Craftcation Conference presented by: "Your Brand".



GIFT BAG INCLUSION

Make an impact on influential attendees by including an item in our gift bags which are shared frequently on social media.



REGISTRATION PACKAGES

Full conference passes extended to sponsors for either sponsor attendance or for sponsors to use to promote their brand through contests or giveaways.



EVENT PROGRAM

Grab attendees' attention throughout the conference with an ad or offer in our program. Attendees keep the program with them at all times to navigate the schedule and events. Ad size varies depending on sponsorship level.

dear handmade life's  
**craftcation**  
BUSINESS & MAKERS CONFERENCE

opportunities



SPONSOR-HOSTED  
WORKSHOP

Create and teach a workshop that highlights and reflects your brand. Sponsors work with Craftcation to design a workshop based around their products or services that engages attendees with their company and products in a hands-on setting. This is an amazing chance to get creative and include social media promotion of the project in real-time by our influential attendees and presenters.



EXISTING WORKSHOP  
SPONSORSHIP

Sponsoring an existing workshop is the perfect chance to align your brand with a topic and/or presenter. Workshop sponsorship options include five-minute introduction to the workshop and welcoming workshop attendees, working with the presenter to include your brand in workshop content, providing the equipment, tools and supplies for hands-on workshops or getting creative through innovative ways to expose your brand to attendees.



MARKETPLACE  
BOOTH

Carry your brand over to an engaging and interactive stand-alone booth that encourages attendees to learn more about your company. These limited spots are in the highly trafficked Craftcation main lobby where everyone gathers between classes to relax and network. Marketplace booth options include product displays, demos, activities, signage, décor, promotional materials, newsletter sign-ups and more.



POP-UP SHOP SPOT

The Craftcation pop-up shop is a marketplace for books, products, supplies, equipment and tools. The shop is open to not only attendees and presenters but to the general public as well. Everyone frequents the shop between workshops to shop and connect with each other. Pop-up shop spaces are limited and sponsors have the opportunity to sell products. Space sizes vary depending on sponsor needs.

dear handmade life's

# craftcation

BUSINESS & MAKERS CONFERENCE

## opportunities



### CREATIVE GATHERINGS

Bring attendees together to network, learn and connect in an unconventional location. These events feature food, drinks and inspiration as well as a chance to get truly creative with your sponsorship outreach with options for sponsor signage, promotional materials, activity, décor, demo and 5-minute welcome introduction. Some past gatherings have included: embroidery + beer tasting, movie + game night and wine, cheese + crochet.



### LUNCHES

Make a significant and lasting impression as you connect with hundreds of attendees and presenters during lunch. Options for sponsor signage, table branding, branded to-go lunch packaging, activities, promotional materials, demos, and 5-minute welcome introduction are available.



### WEDNESDAY NIGHT PARTY

The Craftcation Wednesday night pre-party offers sponsors a chance to connect with attendees before the conference in a relaxed atmosphere. Options include sponsor signage, demos, activities, Q and A sessions, 5-minute welcome introduction and more.



### IRON CRAFT VENTURA

During the Friday-night happy hour at the hotel, the featured event is our Iron Craft America competition that features notable judges and attendee competitors. Feature your products as a "secret ingredient" and through prizes. Increase brand recognition as the named host of the event, judge or host placement, signage, promotional materials and décor.

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## SPONSOR HOSTED AFTER-PARTY

Host an intimate evening party in one of our conference rooms. These parties allow sponsors to create an immersive experience for attendees and presenters to get to know their brand in an informal, personal atmosphere. Sponsor hosted parties include options for sponsor signage, promotional materials, activities, décor, demos and 5-minute welcome introduction.



## OPENING & CLOSING CELEBRATIONS

The Craftcation opening and closing celebrations are the ideal events to catch everyone in one place. These events often feature a keynote address, music and activities, and are a great opportunity to join everyone in a relaxed, fun environment. Options for sponsor signage, promotional materials, activity, demo and 5-minute welcome introduction.



## BINGO SCAVENGER HUNT

All attendees receive a "Bingo" scavenger hunt card with challenges when they arrive at the conference.

All completed cards are turned into the pop-up shop and the winner is given an array of prizes and notified after the conference. Elevate brand awareness through a logo and name on the Bingo card, including your product as one of the prizes and an option to display it in the pop-up shop for everyone to view. Option to include your brand as part of one the challenges on the Bingo card.



## ONBOARDING ANNOUNCEMENT

We will also announce you as a sponsor to our audience after sponsorship confirmation. This helps to build anticipation and excitement around your presence at the conference. This includes:

- 1 Instagram story
- Inclusion in 1 sponsor round-up Instagram post
- Inclusion in 1 sponsor round-up Facebook post
- 1 sponsor round-up post in our private online community for alumni and attendees

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opportunities



ROOM SPONSORSHIP

Brand one of the classrooms for the entirety of the conference. Classroom ownership options include signage, décor, promotional materials and in-room giveaways or contests. This is a tremendous way to connect intimately with hundreds of attendees over the duration of the conference.



INVITE-ONLY EVENT

An invitation-only sponsor hosted breakfast, lunch, dinner or happy hour extended to a target group of presenters or attendees that the sponsor chooses. Create intimate connections between your brand and influencers and industry leaders or use it as a focus group.

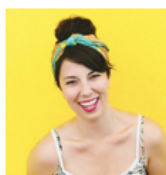
past presenters



NATASHA MARTIN:  
VIOLET TINDER



LISA CONGDON



CHELSEA FOY:  
LOVELY INDEED



KELLY MINDELL:  
STUDIO DIY



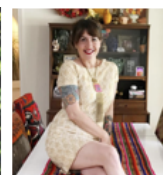
KATHY MURILLO:  
CRAFTY CHICA



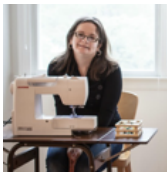
BRITJNI MEHLOFF:  
PAPER & STITCH



ELISE BLAHA  
CRIPE: ELISE GETS CRAFTY



JENNIFER PERKINS:  
DIY NETWORK & HGTV



ABBY GLASENBORG:  
WHILE SHE NAPS



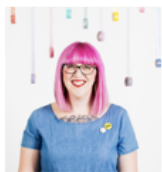
JEN HEWETT



JENNY HART:  
SUBLIME STITCHING



VICKIE HOWELL:  
DIY NETWORK & THE KNIT SHOW



RACHEL SMITH:  
THE CRAFTED LIFE



AMY TANGERINE



EMILY MCDOWELL



DEBBIE STOLLER  
BUST MAGAZINE



ROBERT MAHAR:  
NBC'S MAKING IT



TIFFANY HAN:  
RAISE YOUR HAND SAY YES



BRITTANY JEPSEN:  
THE HOUSE THAT LARS BUILT



TWINKIE CHAN



OLIVIA OMEGA



MINAA B.



AIDA MOLLENKAMP:  
THE FOOD NETWORK



MARK MONTANO:  
TLC & THE STYLE NETWORK

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packages

OPPORTUNITY	PLATINUM	GOLD	SILVER	BRONZE	COPPER
Conference title sponsor	YES				
Registration packages	SIX	FOUR	THREE	TWO	ONE
Opening and Closing Celebrations Sponsorship	ONE				
Lunch sponsorship	ONE	ONE			
Presenter/Attendee Breakfast, Wednesday pre-party or Creative Gathering sponsorship	TWO OF ANY	ONE OF ANY	ONE GATHERING		
Bingo Scavenger Hunt	YES	YES	YES		
Signature Evening Events	ONE				
Room Sponsorship	TWO	ONE			
Existing workshop sponsorship	THREE	TWO	ONE	ONE	
Sponsor-hosted workshop	TWO	ONE	ONE		
Sponsor-hosted after party	ONE	ONE			
Exhibitor space in the pop-up shop	PRIME SPOT	YES	YES	YES	
Gift bag inclusion	YES	YES	YES	YES	YES
Marketplace booth	TWO	ONE	ONE		
Logo on gift bag	YES	YES			
Ad in the event program or the app	TWO-FULL PAGE	ONE-FULL PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE
Post-event recap with photos and social media	YES	YES	YES	YES	
Mailing promotion	YES				
Office hours	YES	YES	YES		
Digital sponsorship	WEEK EVENT	WEEKEND EVENT	BLOG, SOCIAL & PODCAST	BLOG & SOCIAL	SOCIAL
RATE	\$20,000	\$13,000	\$7,500	\$5,000	\$2,500



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EVENTS, EDUCATION AND COMMUNITY FOR CREATIVE MISFITS, PASSIONATE SMALL BUSINESS OWNERS AND DIY DEVOTEES.

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*let's collaborate!*

We love to work with sponsors to create custom packages to fit your marketing goals and budget.



**REBECCA SAYLOR**

Sponsorship Coordinator  
[partners@dearhandmadelife.com](mailto:partners@dearhandmadelife.com)



**NICOLE STEVENSON**

CEO & Creative Director  
[nicole@dearhandmadelife.com](mailto:nicole@dearhandmadelife.com)

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[DEARHANDMADELIFE.COM](http://DEARHANDMADELIFE.COM)  
[PARTNERS@DEARHANDMADELIFE.COM](mailto:PARTNERS@DEARHANDMADELIFE.COM)

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