

dear handmade life's

PATCHWORK SHOW

MODERN MAKERS FESTIVAL



**PATCHWORK SHOW IS DEAR HANDMADE LIFE'S MAKERS
FESTIVAL SHOWCASING LOCAL EMERGING ARTISTS,
CRAFTERS AND DESIGNERS ALONGSIDE DIY CRAFT
WORKSHOPS AND MORE!**

ALL ABOUT PATCHWORK SHOW MAKERS FESTIVAL?

OUR ONLINE AUDIENCE



SOCIAL MEDIA

- 30,000+ Instagram on our two accounts
- 26,000+ Facebook
- 23,000+ Pinterest



THE NEWSLETTER

- 32,000+ subscribers
- 30% open rate



THE PODCAST

- 100+ episodes
- 500,000+ downloads
- Prestigious creative expert guests



THE BLOG

- 40,000+ unique monthly users
- 80,000+ monthly website/blog views
- 800+ DIY craft, business and inspirational blog posts

SHOW STATS

- 2,000-8,000 guests during a six-hour show
- 75-250 vendors per show
- Established in 2008
- Multiple bi-annual Northern and Southern California locations



DEMOGRAPHICS

- Average age: 25-45 years
- 65% female
- Educated & employed with a median income of 115k.
- Vendors are wide-reaching and active on social media and online



WHY PARTNER WITH PATCHWORK SHOW MAKERS FESTIVAL?



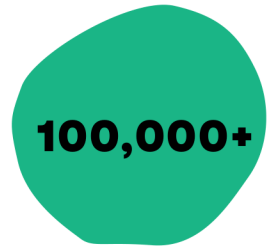
New customers and increased visibility & brand awareness for your location.



Align your location with the growing maker movement and local small businesses.



Community engagement through FREE DIY craft activities + it's a family friendly event.



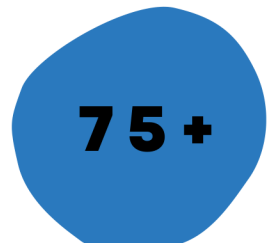
SOCIAL MEDIA FOLLOWERS AND NEWSLETTER SUBSCRIBERS



CALIFORNIA MAKERS, CREATIVES AND SMALL BUSINESS OWNERS ON OUR EXCLUSIVE EMAIL LIST



OF LARGE EVENT PRODUCTION EXPERIENCE



FESTIVALS & EVENTS PRODUCED

PATCHWORK SHOW PLACES & TESTIMONIALS

You do an amazing job and have a great community of vendors.
-Nick Cattaneo (Westfield San Francisco Centre)



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



CURRENT & PAST LOCATION PARTNERS INCLUDE



- Marine Stadium in Long Beach
- Downtown Santa Rosa
- Jack London Square in Oakland
- The Ventura Fairgrounds
- SO CO and OC Mix in Costa Mesa
- Westfield San Francisco Centre
- Helms Bakery in Culver City
- Old Town Tustin
- Downtown Santa Ana



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let's collaborate!

We love to work with partners to create events that enhance the venue and curate community.
Contact spaulding@dearhandmadelife.com.



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