



**2019 SPONSORSHIP OPPORTUNITIES**

**FEBRUARY 28 - MARCH 1, 2020**

**@ THE EMBASSY SUITES DUBLIN**

**IN COLUMBUS, OHIO**

# What is Midwest Craft Con?

Midwest Craft Con is a three-day retreat for mid-career crafters, makers and creative business owners. The conference includes inspirational keynote addresses, thought-provoking panel discussions, business-focused breakout sessions and hands-on workshops from craft experts from Ohio, the Midwest and beyond. Attendees can make new friends at our evening mixers, explore our trade show and network with like-minded makers.

## Our Past

Midwest Craft Caucus started as a two-day event in Columbus, Ohio, in 2011, with more than 100 attendees and 30 speakers. We revived the event as Midwest Craft Con in February 2016 as a 501(c)3.

## Our Present

Midwest Craft Con is returning in 2020 with more craftivities, workshops and DIY experiences. Our goal is to offer interactive programming and keep people learning new skills.

## Our Future

Midwest Craft Con returns every two years. Keep the spirit of Midwest Craft Con all year round in our private Facebook group which attendees, speakers and sponsors are invited to join.





Midwest Craft Con is a 501(c)3 nonprofit organization, making sponsorship and in-kind donations tax-deductible as charitable donations.

The following pages detail our sponsorship packages. Designed to fit any budget, we look forward to discussing custom partnership opportunities with you.

*Contact us:*

[midwestcraftcon@gmail.com](mailto:midwestcraftcon@gmail.com)

[www.midwestcraftcon.com](http://www.midwestcraftcon.com)

Photos by Chris Rutan Photography



# Craft Services

## Lunch or Dinner

Your sponsorship provides the nourishment to keep our attendees on campus and satisfied with a buffet meal service. When you sponsor a meal, it will be named after your organization. In addition, you will also receive:

- Logo or name on all print, promotional and marketing material, including swag bags.
- Full-page ad in the conference program.
- Social media kudos.
- Four (4) full passes to the conference.
- Discounted hotel room rate our attendees enjoy.
- Spotlight feature of your company on the Midwest Craft Con website.
- Shoutouts at the opening and closing ceremonies.

**\$4,000 or \$5,500**

## Evening Bar Host

Be everyone's new best friend by hosting the evening cash bar. Attendees will be giving drink tickets in your business's name. Your business will also receive:

- Logo or name on all print, promotional and marketing material, including swag bags.
- Half-page ad in the conference program.
- Social media thank kudos.
- Two (2) full passes to the conference.
- Discounted hotel room rate our attendees enjoy.
- Spotlight feature of your company on the Midwest Craft Con website.
- Shoutouts at the opening and closing ceremonies.

**\$2,500**

## Snack Break

This snack break named after your company will provide our attendees with treats in between sessions. Includes your logo or name in the schedule, shoutouts at the opening and closing ceremonies, and a quarter-page ad in the program.

**\$500**

## Coffee Break

Sponsoring a coffee break provides our attendees with the caffeine they crave during the conference. Includes your logo or name in the schedule, shoutouts at the opening and closing ceremonies, and a quarter-page ad in the program.

**\$500**



## *Join in the Fun*

### **Crafty Caravan**

One of the favorite pre-event activities of Midwest Craft Con is the Crafty Caravan. We rent a bus to take conners on a shopping tour of the best DIY and craft shops of Columbus that includes refreshments.

Tour Guide

**\$500**

Tour Participant

**\$100**

### **Trade Show**

Set up a booth on site to sell craft supplies or services, host live demos and engage with our attendees. Exact trade show times and days are to be determined.

**\$250**

# Even More Opportunities

## Workshop Sponsor

New to Midwest Craft Con this year are hands-on workshops throughout the weekend, included in the cost of a ticket. We're seeking sponsors to cover the cost of materials for each of these eight workshops.

**\$300 each**

## Workshop Host

Want to sponsor the entire series of workshops happening at Midwest Craft Con? We'll name the entire track after you or your business.

**\$2,000**

## Program Advertising

All attendees and speakers receive a handmade program detailing the weekend's activities, which has room for a limited number of sponsor ads.

**\$250**

Full-page ad  
(5 x 7¾ inches)

**\$100**

Half-page ad  
(5 x 3¾ inches)

**\$50**

Quarter-page ad  
(2¾ x 3¾ inches)

## Craftivities

Support the DIY experiences that sustain and define the creativity of Midwest Craft Con. Evening Craftivity times coincide with our cash bar, so the glitter\* can hit the fan. Craftivities in 2017 included Googly Eye University, on-site karaoke and Craft Corner Deathmatch. There are a limited number of opportunities to sponsor these craftivities:

### Karaoke Host

As our karaoke host, you'll fund one of the favorite evening activities of Midwest Craft Con!

**\$500**

### Movie Night Host

Sponsor a laid-back movie night to include popcorn and refreshments and a crafty movie.

**\$250**

### Custom Craftivity

Put your name on one of our evening craftivities, and you'll fund the fun!

**\$250**

\*This is a figure of speech. We are in fact contractually prohibited from bringing loose glitter to the hotel premises.