



Spinning & Weaving Week

October 7-13, 2024

SPONSORSHIPS

The Handweavers Guild of America, Inc.'s (HGA) Spinning & Weaving Week celebration is a 7-day digital extravaganza showcasing the fiber arts with vendor demonstrations and product talks, virtual studio tours, speakers, panels, and a fun fashion show. Each year HGA's Spinning & Weaving Week Celebration includes more than 40 hours of virtual programming over 7 days with more than 650 fiber enthusiasts participating either in real-time or by viewing recordings. The event will be presented virtually through Cvent with the ability to host an unlimited number of attendees. All sessions are recorded and available to be viewed at the convenience of registered attendees for up to 90 days. This event brings together fiber enthusiasts from across the world and provides opportunities to connect online and in the days following.

We understand that the dollars you spend need to bring the maximum benefit to your company. Sponsors are offered exclusive benefits and services based on their level of contribution. These packages are carefully structured at each level to provide the maximum visibility and the greatest mutual benefit but can be tailored to meet your organization's philanthropic or marketing objectives. For more information, please call (470) 893-0556 or email Advertising@WeaveSpinDye.org.

All Spinning & Weaving Week Sponsors will receive the following recognition in addition to the items listed in the packages:

- Complimentary Virtual Exhibit Booth to promote your business
- Name recognition on HGA's webpage as Sponsor and logo and link to your website
- Logo and name recognition in approximately *8,000 copies of *Shuttle Spindle & Dyepot* magazine
- E-Blast sent to HGA's mailing list of more than 10,500 promoting your sponsorship
- Post recognizing your sponsorship on HGA's Facebook page (10,600+ followers)
- Post recognizing your sponsorship on HGA's Instagram account (4,700+ followers)
- Continued publicity for 90 days after the week is over through recorded viewings of each event

Sponsorship Packages

Spinning and Weaving Week Title Sponsor (\$9,000)

As title sponsor, you will receive recognition at every Spinning & Weaving Week event. Your name will be included in all marketing and promotional materials and mentions, including print advertisements, social media, and e-blasts.

- Logo and name recognition on all Spinning & Weaving Week advertisements and eblasts promoting the event
- Name recognition on every event registration form
- Name recognition on all emails sent to attendees confirming registration
- Name recognition and logo on the video screen prior to each virtual event and at the conclusion of each event
- Recognition of your sponsorship in every event chat along with a link to your website
- Logo and sponsor recognition on every Session as listed on the event Schedule
- Following the event, name recognition on all emails sent to attendees thanking them for attending
- Opportunity to host four (4) complimentary Marketplace LIVE sessions for your business

Marketplace LIVE Sponsor (\$4,000)

Marketplace LIVE gives vendors the opportunity to demonstrate new products and showcase their products and services. These sessions occur in 25-minute and 55-minute sessions.

- Logo and name recognition on all Marketplace LIVE advertisements and eblasts
- Logo and name recognition on every Marketplace LIVE registration form
- Name recognition on all emails sent to presenters confirming registration for Marketplace LIVE
- Name recognition and logo on the video screen prior to each Marketplace LIVE session and at the conclusion of each session
- Recognition of your sponsorship in every Marketplace LIVE chat along with a link to your website
- Logo and sponsor recognition on every Marketplace LIVE session as listed on the event Schedule
- Following the event, name recognition on all emails sent to attendees thanking them for attending Marketplace LIVE
- Opportunity to host two (2) complimentary Marketplace LIVE sessions for your business

Show-Off Your Stuff Informal Show Sponsor (\$500)

This fun event gives participants the opportunity to model and show their work while our MC shares the details of each piece. Fun and interactive, this event gives everyone the opportunity to participate.

- Logo and name recognition on all Show-Off Your Stuff advertisements and eblasts
- Name recognition on every Show-Off Your Stuff participant registration form
- Name recognition on all emails sent to participants confirming registration for Show-Off Your Stuff
- Name recognition and logo on video screen prior to the Show-Off Your Stuff session and at the conclusion of the session
- Recognition of your sponsorship in every Show-Off Your Stuff chat along with a link to your website
- Logo and sponsor recognition on the Show-Off Your Stuff session as listed on the event Schedule

Studio Tours Sponsor (\$400 each)

If you are interested in sponsoring all Studio Tours sessions, call for pricing and information on additional benefits. Virtual studio tours give an intimate look inside the private studios of fiber artists. These sessions inspire viewers with their creative and functional use of space. It is the most popular of all Spinning & Weaving Week events.

- Name recognition on all Studio Tours advertisements and eblasts promoting your sponsored session
- Name recognition and logo on video screen prior to your sponsored Studio Tours session and at the conclusion of the session
- Logo and sponsor recognition on your sponsored Studio Tours session as listed on the event Schedule
- Recognition of your sponsorship in your sponsored Studio Tours chat along with a link to your website

Panel Discussions Sponsor (\$300 each)

If you are interested in sponsoring all Panel Discussion sessions, call for pricing and information on additional benefits. Through panels we bring together different perspectives and insights on pertinent topics of interests such as how to submit work into an exhibit, physical care for weavers, artist residencies, etc.

- Name recognition on all Panel Discussion advertisements and eblasts promoting your sponsored session
- Name recognition and logo on video screen prior to your sponsored Panel Discussion session and at the conclusion of the session
- Logo and sponsor recognition on your sponsored Panel Discussion session as listed on the event Schedule
- Recognition of your sponsorship in your sponsored Panel Discussion chat along with a link to your website

Thread Talks Sponsor (\$200)

If you are interested in sponsoring all Thread Talks sessions, call for pricing and information on additional benefits. We are searching for Creative makers inspire, surprise, and delight the audience with their story about a fiber art idea, project, or experience in under 15 minutes. Each session includes three speakers.

- Name recognition on all Thread Talks advertisements and eblasts promoting your sponsored session
- Name recognition and logo on video screen prior to your sponsored Thread Talks session and at the conclusion of the session
- Logo and sponsor recognition on your sponsored Thread Talks session as listed on the event Schedule
- Recognition of your sponsorship in your sponsored Thread Talks chat along with a link to your website

*Listing in *Shuttle Spindle & Dyepot* and its estimated reach to readers will be based on the date of the signed agreement. Late sponsorships may have less impact in reaching audiences.