



# Careers in Textiles Symposium

## Annually in March

## SPONSORSHIPS

The Handweavers Guild of America, Inc.'s (HGA) Careers in Textiles is an online symposium spotlighting leading professional and industry trendsetters, sharing their experiences, and providing insights on the diverse and changing landscape of textiles and fiber art. The symposium is open to all but is geared toward young professionals, recent graduates, and students. 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. Students holding an active HGA student membership or showing proof of enrollment will receive complimentary admission.

We understand that the dollars you spend need to bring the maximum benefit to your company. Corporate 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 (678) 730-0010 or email [Advertising@WeaveSpinDye.org](mailto:Advertising@WeaveSpinDye.org).

**All Careers in Textiles Sponsors will receive the following recognition in addition to the items listed in the packages:**

- 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 10,000 promoting your sponsorship
- Post recognizing your sponsorship on HGA's Facebook page (10,800+ followers)
- Post recognizing your sponsorship on HGA's Instagram account (4,800+ followers)
- Complimentary event Vendor Page to promote your business to attendees
- Continued publicity for 90 days after the week is over through recorded viewings of each event

## Sponsorship Packages

### **Careers in Textiles Symposium Title Sponsor (\$4,000)**

*As title sponsor, you will receive recognition at every Careers in Textiles session. 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 Careers in Textiles advertisements and eblasts promoting the event
- Logo and name recognition on every Careers in Textiles registration form
- Name recognition on all emails sent to attendees confirming registration
- Name recognition and logo on the video screen prior to each virtual session and at the conclusion of each session
- 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

### **Session Sponsor (\$500 each – 4 Opportunities)**

*Panel sessions will cover a variety of topics addressing the needs of local guilds and similar organizations that bring together and support fiber artists.*

- Logo and name recognition on all advertisements and eblasts promoting your sponsored session
- Name recognition and logo on the video screen prior to your sponsored session and at the conclusion of the session
- Logo and sponsor recognition on your sponsored session as listed on the event schedule

\*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.