



2024 CONVERGENCE[®]

Wichita, Kansas

CONVERGENCE[®] SPONSORSHIPS

July 11-17, 2024

Contributions help extend the Handweavers Guild of America, Inc.'s (HGA) programming to more than 10,000 fiber artists and art enthusiasts through our various programs and sustains our programs at their highest level of artistic and educational excellence.

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.

All 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 5,000 Convergence[®] Delegate Registration Books
- Logo and name recognition in approximately 5,000 Convergence[®] Conference and Gallery Guides
- E-Blast sent to HGA's mailing list of more than 10,600 promoting your sponsorship
- Post recognizing your sponsorship on HGA's Facebook page (10,000+ followers)
- Tweet recognizing your sponsorship from HGA's Twitter account (1,300 followers)
- Post recognizing your sponsorship on HGA's Instagram account (4,400 followers)
- Tax-deductible receipt letter for the amount of your donation less goods & services received

Sponsorship Packages

Fashion Show Sponsor (\$10,000)

The most popular event at HGA's Convergence[®], the Fashion Show plays to an audience of more than 900 attendees.

- Name recognition on tickets and in email sent to attendees confirming ticket purchase
- Name recognition and logo on video screen prior to the Fashion Show
- Name recognition and/or logo on Wearable Art Exhibit prospectus
- Name recognition on email confirmation sent to artists entering the show
- Recognition on-stage during the Fashion Show with opportunity for brief comments
- Logo and name recognition on approximately 700 Fashion Show Programs and all Fashion Show advertisements
- Logo and name recognition in approximately 4,000 *Shuttle Spindle and Dyepot* magazines when exhibit is a featured article
- Opportunity to host a VIP reception in conjunction with HGA's Convergence[®]*
- Invitation for four (4) to attend the *Friend Donor Luncheon* with the Keynote Speaker and the Fiber Trust Reception
- Name recognition on Facebook photo album promoting the exhibit (10,000+ followers)
- Name recognition on sponsor signage at the Fashion Show entrance and at the Art Exhibit entrance
- Ten (10) Complimentary Convergence[®] Value Packages (CVP's)
- Complimentary tickets for ten (10) guests to attend the Fashion Show and complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits
- Reserved seating at the Fashion Show for your twenty (20) guests

Convergence® Tote Bag Sponsor (\$6,000)

Convergence® Tote Bags are given to all attendees who purchase a Convergence® Value Package and are sold on the HGA Website and onsite at Registration. Attendees use these bags throughout the conference to carry their supplies.

- Name recognition and/or logo (one-color) on 1,000 Convergence® Tote and Goody Bags
- Name recognition in email sent to attendees confirming Convergence® Value Package purchase
- Name recognition on sponsor signage at Registration for the first five days of the conference
- Identification as sponsor at Fashion Show and Keynote Presentation
- Complimentary Day Passes for twenty (20) guests to attend the Marketplace and Art Exhibits

Keynote Presentation Sponsor (\$5,000)

HGA will announce the location of the 2026 Convergence® and our Keynote will give their keynote presentation to an audience of more than 900 attendees.

- Identification as sponsor at beginning of Keynote Presentation
- Invitation for two (2) to attend the *Friend* Donor Luncheon with the Keynote Presenter and the Fiber Trust Reception
- Name recognition on tickets and in email sent to attendees confirming ticket purchase
- Name recognition and logo on video screen prior to the Keynote Presentation
- Name recognition on sponsor signage at the Keynote Presentation entrance
- Complimentary tickets for ten (10) guests to attend the Keynote Presentation and complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits
- Reserved seating at the Keynote Presentation for your 10 guests

Marketplace Demonstration Stage Sponsor (\$4,000)

Located in the Convergence® Marketplace, the Demonstration Stage features a full schedule of four (4) days of activities and presentations that take place during Marketplace hours. More than 1,800 attendees will visit the Marketplace multiple times.

- Banner with sponsor's logo and name hung on the Marketplace Demonstration Stage recognizing your sponsorship
- Name recognition on all Demonstration Stage schedule signage at the entrance to and throughout the Marketplace
- Announcements in the Convergence® Marketplace recognizing sponsorship
- Complimentary day passes for 20 guests to attend the Marketplace, includes admission to the Art Exhibits

Lanyard Sponsor (\$2,500)

Lanyards are given to every attendee to hold their Convergence® badge allowing them entry to the events and Marketplace. Attendees will use these lanyards throughout the conference.

- Name and/or logo (four-color) on 1,500+ Convergence® lanyards
- Identification as a sponsor at Fashion Show and Keynote Presentation
- Complimentary Day Passes for twenty (20) guests to attend the Marketplace and Art Exhibits

Art Exhibit Sponsor (\$2,000)

*Convergence® Art Exhibits are juried by a reputable artist from within the field. We receive hundreds of entries from artists who live across the globe. These shows take place at Convergence® over 4 days and are visited by more than 1,800 attendees and are featured in an article in HGA's *Shuttle Spindle* and *Dyepot* magazine.*

- Sponsor will have their choice from the following Exhibits:
 - a. Basketry
 - b. Mixed Media
 - c. Wearable Art
 - d. Yardage
- Recognition at the exhibit's awards presentation, attended by approximately 900
- Logo and name recognition in approximately 4,000 *Shuttle Spindle* and *Dyepot* magazines when exhibit is a featured article
- Name recognition and/or logo on Art Exhibit Prospectus
- Name recognition on email confirmation sent to artists entering the show
- Name recognition on sponsor signage at Art Exhibit entrance
- Name recognition on Facebook photo album promoting the exhibit (10,000+ followers)
- Complimentary Day Passes for ten (10) guests to attend the Art Exhibit, includes all day access to Marketplace

Vendor Hospitality Sponsor (\$2,000)

Wholesalers and distributors exhibit in the Convergence® Marketplace. The Hospitality suite is open each day during the Marketplace for vendors to grab a snack, put their feet up, or find a moment of peace during a hectic conference.

- Opportunity to promote services or merchandise to conference vendors
- Name recognition on email confirmation sent to vendors exhibiting in the Marketplace
- Name recognition on sponsor signage at the Hospitality Suite entrance
- Complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits

Fiber Trust Reception Sponsor (\$2,000)

Invitation to this reception is reserved for our most valued supporters who have donated \$100 or more to HGA's Fiber Trust.

- Name recognition and/or logo on more than 200 mailed Invitations and emails
- Identification as sponsor at the beginning of the Reception
- Name recognition on sponsor signage at Fiber Trust Reception entrance
- Complimentary tickets for four (4) guests to attend the Fiber Trust Reception and complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits

Breed Study (\$1,000)

A two-hour event taking place in the Convergence® Marketplace with three follow-up Zoom sessions for participants to discuss and non-participants to view.

- Name recognition on email confirmation sent to registered participants
- Recognition during the four Breed Study meetings including logo and website on the Zoom sessions
- Announcements in the Convergence® Marketplace recognizing sponsorship
- Name recognition on sponsor signage at the in-person meeting taking place in the Marketplace
- Complimentary Day Passes for ten (10) guests to view the Breed Study, includes all-day access to the Marketplace and Art Exhibits on the day of the event and viewing privileges of the three follow up Zoom sessions after the conference

Leaders Exhibit Sponsor (\$1,000)

The Leaders Exhibit features the work of Leaders teaching at Convergence®. This show takes place at Convergence® over 4 days and is visited by more than 1,800 attendees. The show is featured in the Convergence® Conference and Gallery Guide.

- Name recognition on Facebook photo album promoting the exhibit (10,000+ followers)
- Name recognition on sponsor signage at Art Exhibit entrance
- Complimentary Day Passes for ten (10) guests to attend the Art Exhibit, includes all day access to Marketplace

Regional Meet & Greet Networking Event Sponsor (\$1,000)

Kicking off the conference, attendees meet and mingle while learning about regional conferences, guilds & educational resources available in their home region.

- Name recognition on sponsor signage at Networking event entrance
- Complimentary Day Passes for fifteen (15) guests to attend the Networking event, includes all day access to Marketplace and Art Exhibits on the day of the event

Intern Exhibit Sponsor (\$800)

The Intern Exhibit features the works of our Convergence® Interns. This show takes place at Convergence® over 4 days and is visited by more than 1,800 attendees. The show is featured in the Convergence® Conference and Gallery Guide.

- Name recognition on Facebook photo album promoting the exhibit (10,000+ followers)
- Name recognition on sponsor signage at Art Exhibit entrance
- Complimentary Day Passes for eight (8) guests to attend the Art Exhibit, includes all day access to Marketplace

Skein Competition and Exhibit (\$800)

A spinning competition with the entered and judged works on display throughout the 4-day Convergence® Marketplace.

- Name recognition on email confirmation sent to registered participants
- Recognition during the Skein competition awards presentation
- Announcements in the Convergence® Marketplace recognizing sponsorship
- Name recognition on sponsor signage at the Skein exhibit
- Complimentary Day Passes for ten (10) guests to view the Skein competition, includes all day access to Marketplace and Art Exhibits on the day of the event

Decorative Shuttle Competition Sponsor (\$500)

Participation in the Decorative Shuttle Competition is open to all conference attendees.

- Name recognition on email confirmation sent to registered participants
- Recognition during the awards presentation in the Marketplace
- Announcements in the Convergence® Marketplace recognizing sponsorship
- Name recognition on sponsor signage where the entries are displayed

Kitchen Towel Exchange Sponsor (\$500)

Participation in the Kitchen Towel Exchange is open to all conference attendees with advance registration.

- Name recognition on email confirmation sent to registered participants
- Name recognition on sponsor signage at the Kitchen Towel Exchange

Strut Your Stuff Informal Fashion Show Sponsor (\$500)

Taking place on the Marketplace stage and open to all attendees, participants walk the stage and show off a piece of their wearable art while an MC shares the piece's details. This popular event draws about 100 participants and many more who watch.

- Recognition on-stage during Informal Fashion Show
- Logo and name recognition on participant entry forms
- Name recognition on email confirmation sent to registered participants

Open Portfolio Sponsor (\$500)

Targeting primarily college students in accredited fiber arts programs and new weavers, this event is expected to draw participants interested in having fiber art professors and professional artists critique their work as well as curious onlookers.

- Name recognition on email confirmation sent to registered participants
- Name recognition on sponsor signage at the Open Portfolio session
- Complimentary Day Passes for ten (10) guests to attend Open Portfolio, includes all day access to Marketplace and Art Exhibits on the day of the event

Panel Sponsor (\$500)

Each afternoon of Convergence® a 45-minute Panel Session is offered for attendees to learn more from their peers.

- Sponsor will have their choice from the following Panel Sessions:
 - a. Certificate of Excellence
 - b. TBD
 - c. TBD
 - d. TBD
- Recognition on-stage at the panel session
- Name recognition on sponsor signage at the Panel Session entrance
- Complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits

Twilight Madness Sponsor (\$500)

Twilight Madness is an unopposed evening shopping experience in the Convergence® Marketplace.

- Announcements in the Convergence® Marketplace recognizing sponsorship
- Name recognition on sponsor signage at the entrance to the Convergence® Marketplace during Twilight Madness
- Complimentary Day Passes for ten (10) guests to attend Twilight Madness, includes all day access to Marketplace and Art Exhibits on the day of the event

**Subject to availability*