



Guild Development Retreat

January 29, 2022

SPONSORSHIPS

The Handweavers Guild of America, Inc.'s (HGA) Guild Development Retreat is a one-day virtual learning experience to educate, motivate, and inspire fiber art guilds. Through panels and discussions, we aim to strengthen guild leadership, unite organizations, and provide a platform for the sharing of ideas. Participants should end the day feeling motivated in their effort to build and grow their guilds so that all guilds can thrive. 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. Guilds who hold affiliate memberships with HGA will receive four (4) complimentary admissions. For all others, admission will be \$20 - \$50 per person. With more than 175 affiliate memberships, we anticipate more than 680 fiber enthusiasts will attend HGA's Guild Development Retreat either in real time or by viewing recordings.

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 HGA@WeaveSpinDye.org.

All Guild Development Retreat 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 *4,000 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 (8,300+ followers)
- Tweet recognizing your sponsorship from HGA's Twitter account (1,300 followers)
- Post recognizing your sponsorship on HGA's Instagram account (3,100 followers)
- Continued publicity for 90 days after the week is over through recorded viewings of each event

Sponsorship Packages

Guild Development Retreat Title Sponsor (\$3,000)

As title sponsor you will receive recognition at every Guild Development Retreat session. Your name will be included on all marketing and promotional materials and mentions, including print advertisements, social media, and e-blasts.

- Logo and name recognition on all Guild Development Retreat advertisements and eblasts promoting the event
- Logo and name recognition on every Guild Development Retreat registration form
- Name recognition on all emails sent to attendees confirming registration
- Name recognition and logo on video screen prior to each virtual session and at the conclusion of each session
- Recognition of your sponsorship in every session 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
- Complimentary Vendor Page to promote your business

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 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
- Recognition of your sponsorship in the chat along with a link to your website for your sponsored session
- Complimentary Vendor Page to promote your business

*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.