



**CONVERGENCE**  
NEW ORLEANS • 2026

## **SPONSORSHIPS**

**August 12-16, 2026**

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 sustain 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. Sponsors are offered exclusive benefits and services based on their level of contribution. These packages are carefully structured at each level to provide 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](mailto:HGA@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
- Name recognition in approximately 4,000 *Shuttle Spindle and Dyepot* magazines thanking you for your sponsorship
- Logo and name recognition in approximately 5,000 Convergence® Delegate Registration Books\*
- Logo and name recognition in approximately 2,000 Convergence® Conference Guides
- Logo and name recognition on the conference app
- 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 (12,000+ followers)
- Post recognizing your sponsorship on HGA's Instagram account (6,300+ followers)
- Tax-deductible receipt letter for the amount of your donation less goods & services received

### **Sponsorship Packages**

#### **Fashion Show Title Sponsor (\$10,000)**

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

- Identification as sponsor at beginning of the Fashion Show
- Name recognition 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 all Fashion Show advertisements
- Logo and name recognition in approximately 4,000 *Shuttle Spindle and Dyepot* magazines when exhibit is a featured article
- Name recognition on Facebook photo album promoting the exhibit (12,000+ 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) (includes admission to the Fashion Show
- Complimentary tickets for ten (10) guests to attend the Fashion Show
- Reserved seating at the Fashion Show for your twenty (20) guests
- Complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits
- 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 Supporters Donor Reception

## **Convergence® Tote Bag Sponsor (\$7,000)**

*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® 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
- Invitation for two (2) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter and the **Supporters Donor Reception**

## **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
- Name recognition 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
- Reserved seating at the Keynote Presentation for your ten (10) guests
- Complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits
- Invitation for two (2) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter and the **Supporters Donor Reception**

## **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 1,500 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, including admission to the Art Exhibits
- Invitation for two (2) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter and the **Supporters Donor Reception**

## **Lanyard Sponsor (\$3,000)**

*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 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
- Invitation for two (2) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter and the **Supporters Donor Reception**

## **Welcome Breakfast Sponsor (\$3,000)**

*A gathering to welcome an estimated 500-700 attendees to start their conference on a good note.*

- Identification as sponsor at beginning of the breakfast
- Name recognition and logo on video screen during the breakfast
- Name recognition in email sent to attendees confirming ticket purchase
- Name recognition on sponsor signage at the entrance
- Complimentary tickets for two (2) guests to attend the Breakfast
- Complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits
- Invitation for two (2) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter and the **Supporters Donor Reception**

## Thread Talks Presentation Sponsor (\$3,000)

*Four to six presenters will each take the stage to share their fiber art stories in under 15 minutes to an audience of more than 900 attendees.*

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

## 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 1,500 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. Functional Art
  - 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 (12,000+ followers)
- Complimentary Day Passes for ten (10) guests to attend the Art Exhibit, includes all day access to Marketplace
- Invitation for two (2) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter and the **Supporters Donor Reception**

## Supporters Donor Reception Sponsor (\$2,000)

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

- Name recognition and/or logo on more than 200 invitations
- Identification as sponsor at the beginning of the Reception
- Name recognition on sponsor signage at Reception entrance
- Complimentary tickets for four (4) guests to attend the **Supporters Donor Reception**
- Complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits
- Invitation for two (2) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter

## Volunteer Appreciation Breakfast Sponsor (\$2,000)

*A gathering to thank approximately 100 volunteers for their dedication and help in producing the conference*

- Identification as sponsor at beginning of the breakfast
- Table at the breakfast to promote your organization or business
- Name recognition in email invitation sent to volunteers
- Name recognition in email confirming volunteers' attendance
- Name recognition on sponsor signage at the entrance
- Complimentary tickets for two (2) guests to attend the Breakfast
- Complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits
- Invitation for two (2) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter and the **Supporters Donor Reception**

## 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
- Invitation for two (2) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter and the *Supporters Donor Reception*

## Fashion Show Supporting Sponsor (\$1,000)

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

- Name recognition in email sent to attendees confirming ticket purchase
- Name recognition and logo on video screen prior to the Fashion Show
- Complimentary tickets for two (2) guests to attend the Fashion Show
- Reserved seating for two (2) guests at the Fashion Show
- Complimentary Day Passes for two (2) guests to attend the Marketplace and Art Exhibits
- Invitation for one (1) to attend the **\*\*Friend Donor Luncheon** with the Keynote Speaker and the *Supporters Donor Reception*

## Guild and Nonprofit Meet & Greet Event Sponsor (\$1,000)

*Attendees meet and mingle while learning about regional conferences, guilds & educational resources available.*

- Name recognition on sponsor signage at 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
- Invitation for one (1) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter and the *Supporters Donor Reception*

## 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 1,500 attendees.*

- Name recognition on Facebook photo album promoting the exhibit (12,000+ 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
- Invitation for one (1) to attend the **\*\*Friend Donor Luncheon** with the Keynote Presenter and the *Supporters Donor Reception*

## 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 1,500 attendees.*

- Name recognition on Facebook photo album promoting the exhibit (12,000+ 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
- Invitation for two (2) to attend the *Supporters Donor Reception*

## 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 eight (8) guests to view the Skein competition, includes all day access to Marketplace and Art Exhibits on the day of the event
- Invitation for two (2) to attend the *Supporters Donor Reception*

### **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
- Complimentary Day Passes for five (5) guests to attend the Marketplace and Art Exhibits
- Invitation for one (1) to attend the *Supporters* Donor Reception

### **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
- Complimentary Day Passes for five (5) guests to attend the Marketplace and Art Exhibits
- Invitation for one (1) to attend the *Supporters* Donor Reception

### **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. TBD
  - b. TBD
  - c. TBD
- Recognition on-stage at the panel session
- Name recognition on sponsor signage at the Panel Session
- Complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits
- Invitation for one (1) to attend the *Supporters* Donor Reception

### **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.*

- Recognition on-stage during Informal Fashion Show
- Logo and name recognition on participant entry forms
- Name recognition on email confirmation sent to registered participants
- Complimentary Day Passes for ten (10) guests to attend the *Strut Your Stuff* Informal Fashion Show, includes all day access to Marketplace and Art Exhibits on the day of the event
- Invitation for one (1) to attend *Supporters* Donor Reception

### **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
- Invitation for one (1) to attend the *Supporters* Donor Reception

*\*To be included in the Delegate Registration Book, sponsorship must be received by July 16, 2025*

*\*\*Friend Donor Luncheon does not include the cost of the meal*

*\*\*\*Subject to availability, Sponsor is responsible for reception expenses*