

WISCONSIN CRAFT

CRAFT SPONSORSHIP OPPORTUNITIES

Wisconsin Craft, a 501c3 non-profit organization, is pleased to offer high visibility sponsorship opportunities to grow your brand. Your vital support benefits our region:

- Help develop and promote craft and the maker to enhance the cultural life of Wisconsin communities!
- Engage with artists and the public through a variety of events and programming!
- Support emerging craft artists and artistic communities!
- Bring important professional programming to craft artists!
- **And so much more**

For sponsorship info contact:

Kathy DeVries | kdevriesquilts@gmail.com

2023 SPONSORSHIP DEMOGRAPHIC REACH

- Reach of 20,000+ visitors in Southeast Wisconsin and Northern Illinois
 - 55% live in the 20 mile radius
 - 67% female with BA or higher education
- 75k+ Website visits
- 18.8 million Earned media impressions
- 194,000 social media reach

2024 SIGNATURE EVENTS



MORNING GLORY ART FAIR

Aug. 10 & 11, 2024 | Deer District, MKE, WI

FREE TO THE PUBLIC Located on the beautiful plaza and the street outside of Fiserv Forum, the Morning Glory has been one of the nation's premier destination art fairs bringing locals and visitors alike. The FREE fair is organized with over 125 fine craft artists ranging from art to wear and art for the home in ceramics, fiber, glass, jewelry, painting, mixed media, photography, wood, and more.



MKE STUDIO TOUR

Oct. 5 & 6, 2024 | 20+ Art Studios, MKE, WI

FREE TO THE PUBLIC The MKE Studio Tour strives to connect Fine Craft Artists from throughout Milwaukee County and beyond to their surrounding neighborhoods. The purpose is to give the public a view into their studios and to promote Fine Craft fields and emerging and established artists.



2024 PROFESSIONAL PROGRAMMING

Virtual & in-person programs

WI Craft is offering members several virtual and in-person professional programs to help members grow their businesses. Programs encompass topics relevant to specific crafts and techniques, the business side of marketing your work, and much more.



2025 BIENNIAL EXHIBITION

March 7- April 25, 2025 Plymouth Art Center Plymouth, WI

FREE TO THE PUBLIC - Celebrating over 100 years of public exhibitions, the 2025 Biennial show exhibits the finest artistic work of our members. The six-week Biennial includes an opening reception and exhibition. Opportunities include sponsorships of the entire show and artist awards.

For sponsorship info contact:

Kathy DeVries | Development Committee Chairperson | kdevriesquilts@gmail.com

WI Craft 2024

Sponsorship Opportunities



We are flexible and would love to partner with your company on ideas and opportunities!

Monetary and in-kind support available.

PLATINUM SPONSOR | \$5,000

- Listed year-round on all three websites
- Top Billing on all Programs and events
- Includes Organization write up in Morning Glory Brochure with full page ad
- Monthly social media shout out on WI Craft
- Possible partnership/activity at workplace

GOLD AWARD SPONSOR | \$3,500

INCLUDES GOLD SPONSOR BENEFITS

- MG Artist Award Sponsor
- Social media Awards posts

GOLD SPONSOR | \$2,500

INCLUDES SILVER SPONSOR BENEFITS

- Booth at Morning Glory (\$500 value!)
- Morning Glory program brochure: **Full page ad**
- Logo on MG & MKE Studio Tour brochures
- Logo on websites & digital media promotions
- Logo in our social media with posts prior to and during event weekend
- Inclusion in our WI Craft eNewsletters
- Signage at Events

SILVER SPONSOR | \$1,000

INCLUDES BRONZE LEVEL BENEFITS

- Morning Glory Program Brochure: Half page ad
- Logo on MG & MKE Studio Tour brochures
- Logo on website on all three websites
- Mentions in our social media with posts prior to and during event weekend
- Inclusion in our WI Craft eNewsletters
- Signage at Event

BRONZE SPONSORSHIP | \$500

YEAR OF PROFESSIONAL PROGRAMMING

- Promotion on WI Craft website
- Social media mentions for programming events
- Inclusion in our WI Craft eNewsletters

BRONZE SPONSORSHIP | \$500

CHOOSE ONE OF OUR EVENTS

- Morning Glory Program Brochure: Quarter Page Ad
- Name listed in MG OR MKE Studio Tour brochure
- Website mention on specified event
- Social media mentions throughout event weekend
- Inclusion in our WI Craft eNewsletter

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