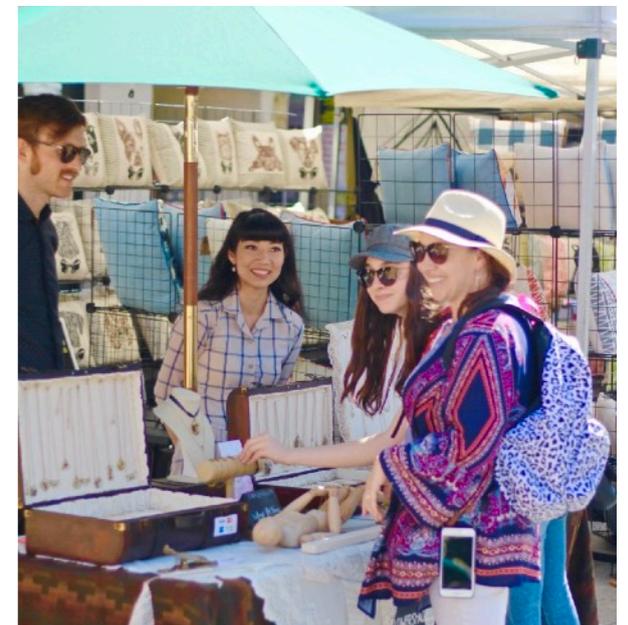


dear handmade life presents:

patchwork show

MODERN MAKERS FESTIVAL



SPONSORSHIP DECK

ABOUT PATCHWORK SHOW

Patchwork Show is Dear Handmade Life's bi-annual, makers festival showcasing local emerging artists, crafters and designers alongside artisan food, DIY craft workshops, gourmet food trucks and indie music. All Patchwork Shows are free to attend and family friendly. Vendors are selected through a jury process and feature clothing for men, women & kids, handbags, accessories, jewelry, art, ceramics, garden finds, home goods, crochet & knit items, pet gear, kits & patterns, bath & body goodies and more!

Patchwork Show celebrated its 11th anniversary in 2018 and has attracted hundreds of thousands of attendees over the years. Patchwork fosters a sense of community and loves connecting like-minded brands with our attendees and vendors.

Though the demographic varies between locations, attendees share a strong commitment to shopping local and supporting the artisan food and movements as well as conscious consumerism.

Previous events garnered extensive press in media like The Wall Street Journal, Sunset Magazine, The Los Angeles Times, National Public Radio, The San Francisco Chronicle, Bust Magazine, Forbes, NBC and The OC Weekly.



ABOUT DEAR HANDMADE LIFE

Dear Handmade Life has been fostering creativity and entrepreneurship through its events including Patchwork Show: Modern Makers Festival (a bi-annual multi-city craft fair), Craftcation: Business & Makers Conference and its online platform which includes a blog, podcast, online workshops and an engaged social media community for 10 years.

Co-founder Nicole Stevenson's passion for all things creative and helping makers do what they love for a living inspires Dear Handmade Life's award-winning events and fuels their thriving online audience.

NICOLE STEVENSON

Nicole Stevenson is an artist at Nicole Stevenson Studio, writer, teacher and creative business consultant as well as the co-founder and CEO of Dear Handmade Life.



DEMOGRAPHICS

Our audience includes blog readers, website visitors, social media followers, Craftcation Conference attendees and Patchwork Show vendors and guests. Sponsors have the opportunity to target specific groups within this audience as well as the entire group. This gives brands the opportunity to reach out to a specific demographic, for example: creative business owners, influential bloggers or people in a specific region.

The high engagement of our audience is evident in our blog comments as well as the commitment our audience makes to sharing, liking and reposting online.

WEBSITE + BLOG

40,000+
UNIQUE MONTHLY
WEBSITE/BLOG
USERS

80,000+
MONTHLY WEBSITE/
BLOG PAGEVIEWS

NEWSLETTER

30,000+
NEWSLETTER
SUBSCRIBERS

30%
NEWSLETTER
OPEN RATE

SOCIAL MEDIA

65,000+
ENGAGED SOCIAL
MEDIA FOLLOWERS

9,000+
CRAFTCATION
RELATED
HASHTAGGED
INSTAGRAM POSTS

6,500+
CRAFTCATION 2018
SOCIAL MEDIA
POSTS

ATTENDEES

4,000-8,000
GUESTS DURING
ONE SIX-HOUR
SHOW

85k
AVERAGE MEDIAN
INCOME OF
ATTENDEES

TESTIMONIALS

"We have sponsored for the past two years because not only has Nicole effectively integrated us into programming but we have been incorporated into workshops that push and challenge attendees to think about our product a bit differently."

- Annelies Zijderveld, Sponsor

" This show was fantastic. The crowd was amazing, happy and friendly!"
-Sponsor

"As sponsors, it was so great to overhear people mention how much they enjoyed getting to know our brand. Our presence has been integral in the formation of our **BRAND RECOGNITION AND CONTINUED GROWTH.**"

-Lauren Macaluso, Sponsor

"Being a sponsor was a GREAT EXPERIENCE, A REAL PARTNERSHIP with a serious, passionate, collaborative, and well-organized team devoted to making the event a success on both a micro and macro level for everyone involved. We look forward to working with them again."

-Melanie Falick, Sponsor

"It was amazing and awesome and the **BEST PLANNED** event and I have been to quite a few.

-Jennifer Priest, Attendee

The most abundantly organized, fun, good energy, profitable event I have ever participated in yet (and I have done a lot of them through the years).

-Vendor

PREVIOUS DEAR HANDMADE LIFE SPONSORS + PARTNERS



AT-EVENT SPONSOR PACKAGES



LARGE BOOTH SPACE:
10X20 booth space
Rate: \$1,000

MEDIUM BOOTH SPACE:
10X10 booth space
Rate: \$750

SMALL BOOTH SPACE:
4X6 booth space
Rate: \$400

All spaces include the option for entrance table promotional materials and at-event giveaways/contests.

LET'S WORK TOGETHER TO CREATE SOMETHING AWESOME!

To inquire about sponsorships
contact:

Nicole Stevenson

323.533.7667

hello@dearhandmadelife.com

If you have a special request or
creative idea regarding your
sponsorship we'd love to hear it!

