



# dear handmade life

EVENTS, EDUCATION AND COMMUNITY FOR CREATIVES AND  
PASSIONATE SMALL BUSINESS OWNERS

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## SPONSORSHIP DECK

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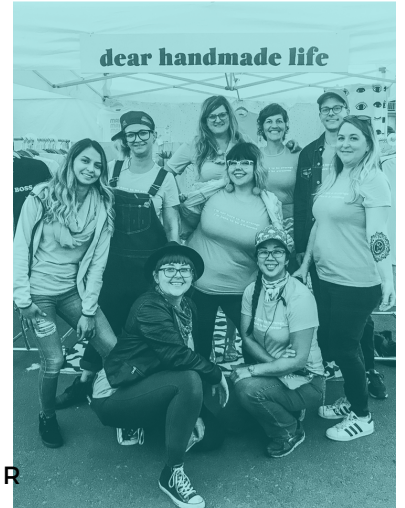
# dear handmade life

all about us

DURING OUR 13 YEARS IN BUSINESS  
WE HAVE...

- **Welcomed over 500,000 guests** to shop local, celebrate community and craft with us at our multi-city biannual Patchwork Show festivals where we **provided nearly 15,000 artists with a venue** to grow their businesses, share their products and inspire others.
- **Helped thousands of creatives** turn passion into a profession, become besties with their inner artist and find camaraderie through our life-changing Craftcation Conference.
- Shared business know-how, art and craft inspiration and true tales of being a creative misfit and entrepreneur through **our 100+ podcast episodes, 800+ blog posts and thriving social media audience of 70k+ engaged followers.**

hello  
**i'm nicole**  
THE CEO &  
CREATIVE DIRECTOR





# dear handmade life

## the demographics



### NEWSLETTER

32,800+  
NEWSLETTER  
SUBSCRIBERS

30%  
NEWSLETTER  
OPEN RATE



### WEBSITE + BLOG

40,000+  
UNIQUE  
MONTHLY  
WEBSITE/BLOG  
USERS

80,000+  
MONTHLY  
WEBSITE/  
BLOG  
PAGEVIEWS



### SOCIAL MEDIA

74,000+  
ENGAGED  
SOCIAL  
MEDIA  
FOLLOWERS

PODCAST  
  
500K  
DOWNLOADS

### OUR AUDIENCE INCLUDES:

- Our blog readers
- Our website visitors
- Social media followers
  - Craftcation Conference attendees
  - Patchwork Show vendors and guests
  - Camp Dear Handmade Life attendees

Sponsors have the opportunity to target specific groups within our 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.



# dear handmade life

## sponsor testimonials

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

"Being a sponsor at Craftcation 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

Dear Handmade Life was a joy to work with. They made certain every detail was sorted and worked closely with us to ensure that the event we were organizing together would be successful. They took care of all the details and managed to get 200+ signups for the event. We got several new customers (and fans) from the event. Dear Handmade Life also got us in front of more potential ambassadors that we are now working with to build community. Thanks team!  
-Roslyn Teng, Sponsor

Thanks for running **OUR FAVORITE** craft conference ever created. It really is the best.  
-Christina Loff, Sponsor

"Craftcation is an authentic and original program bringing together some of the most talented and collaborative people within independent businesses. **WE WILL DEFINITELY BE BACK NEXT YEAR**"  
- Carol Cho, Sponsor

We have sponsored it 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



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previous sponsors





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## our events & opportunities



CRAFTCATION  
CONFERENCE  
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OUR ONLINE  
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dear handmade life's  
**craftcation**  
BUSINESS & MAKERS CONFERENCE

CRAFTCATION SPONSORSHIP OPPORTUNITIES



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# craftcation

BUSINESS & MAKERS CONFERENCE

## the details

CRAFTCATION, HELD ANNUALLY IN THE ARTSY, SEASIDE TOWN OF VENTURA IN SOUTHERN CALIFORNIA, FEATURES INDUSTRY EXPERTS LEADING ATTENDEES IN SMALL BUSINESS CLASSES AND CRAFT WORKSHOPS AS WELL AS SOCIAL GATHERINGS TO CONNECT, EDUCATE AND FOSTER COMMUNITY.

### 500 ATTENDEES



- Influential bloggers, crafters, creative business owners and DIY enthusiasts
- Early adopting tastemakers with a wide reach
- 90% have a website and/or blog
- Average age: 25-38 years & 90% female
- Educated and employed with a median income of 95k
- Highly active on social media and online



### EST. 2012

- In-person
- Annually in April
- Five days (Wednesday - Sunday)
- Ventura Beach, California

### 200+ WORKSHOPS & EVENTS



- Hands-on DIY craft workshops
- Business lectures and panels
- Social gatherings and parties



PRESS PLAY TO  
SEE THE MAGIC  
OF CRAFTCATION  
CONFERENCE



dear handmade life's  
**craftcation**  
BUSINESS & MAKERS CONFERENCE

# opportunity highlights

BELOW IS A SELECTION OF SOME OF THE OPPORTUNITIES FOR SPONSORS TO CONNECT WITH OUR CRAFTCATION ATTENDEES. PLEASE INQUIRE FOR A FULL LIST OF OPPORTUNITIES AND PRICING.



## TITLE SPONSOR

Your brand name on all digital and printed conference materials including the program cover, gift bags, website etc. I.e: Craftcation Conference presented by: "Your Brand".



## POP-UP SHOP SPOT

The Craftcation pop-up shop is a marketplace for books, products, supplies, equipment and tools. Pop-up shop spaces are limited and sponsors have the opportunity to sell products. Space sizes vary depending on sponsor needs.



## MARKETPLACE BOOTH

Carry your brand over to an engaging and interactive stand-alone booth featuring product displays, demos, activities, signage, décor, promotional materials, newsletter sign-ups and more.



## CREATIVE GATHERINGS

Bring attendees together to network, learn and connect in an unconventional location. These events feature food, drinks and inspiration as well as a chance to get truly creative with your sponsorship outreach.



## WORKSHOP SPONSORSHIP

Create and teach a workshop to engage attendees with your company and products in a hands-on setting. This is an amazing chance to get creative and include social media promotion of the project in real-time by our influential attendees and presenters. You can also sponsor an existing workshop.



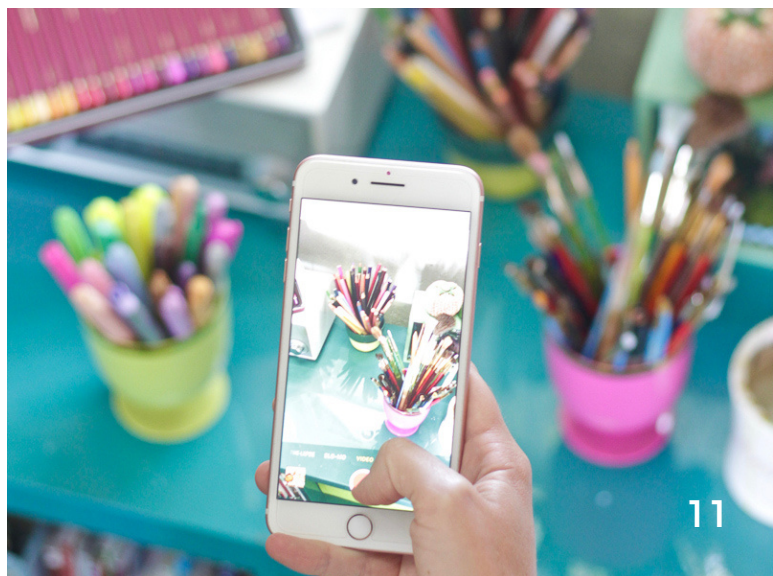
## EVENT SPONSORSHIPS

Choose from one of our social events like The Dance Party, Wednesday Night Opening Meetup, Iron Craft Ventura Contest and more. We'll incorporate your brand into the activities or create them around your brand,



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## ONLINE COMMUNITY SPONSOR DECK



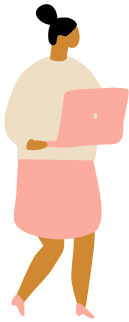


# dear handmade life

## ONLINE COMMUNITY

the details

THE DEAR HANDMADE LIFE ONLINE AUDIENCE LOVES CONNECTING WITH BRANDS THAT SHARE THEIR DEDICATION TO LIVING, SHOPPING AND WORKING WITH INTENTION. THEY ARE SMALL BUSINESS OWNERS, CRAFT ENTHUSIASTS AND CREATIVES WHO WE ENGAGE WITH VIA OUR BLOG, PODCAST, NEWSLETTER AND SOCIAL MEDIA.



### OUR AUDIENCE

- Influential bloggers, crafters, creative business owners and DIY enthusiasts
- Early adopting tastemakers with a wide reach
- 90% have a website and/or blog
- Average age - 25-38 years old & 90% female
- Educated and employed with a median income of 95k
- Highly active on social media and online



### THE PODCAST

- 100+ episodes
- 500k+ downloads
- Prestigious creative expert guests



### THE BLOG

- 40k+ unique monthly users
- 80k+ monthly website/blog views
- 800+ blog posts



### THE NEWSLETTER

- 32k+ subscribers
- 30% open rate



### SOCIAL MEDIA

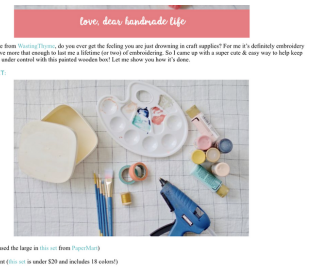
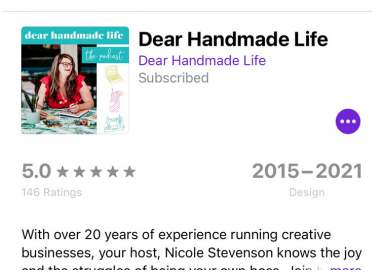
- 25k+ Instagram
- 23k+ Pinterest / 1.6 million monthly views
- 27k+ Facebook
- 5k+ Twitter



# dear handmade life ONLINE COMMUNITY

## opportunity highlights

BELOW IS A SELECTION OF SOME OF THE OPPORTUNITIES FOR SPONSORS TO CONNECT WITH OUR ONLINE AUDIENCE. PLEASE INQUIRE FOR A FULL LIST OF OPPORTUNITIES AND PRICING.



### WEEK OR WEEKEND EVENT

We'll work together to create an immersive, customized week or weekend series of themed online events around your brand. Events can include webinars, live demos or workshops and more. This includes extensive social media and newsletter promotion of the series to our audience. Click [here](#) to see a landing page for a recent series, Community Over Competition Week.

### PODCAST AD

The bi-weekly Dear Handmade Life podcast features interviews, conversations, intimate stories and practical advice for living a creative life filled with intention and purpose. Reach our podcast's dedicated following of 7,000+ listeners per episode with an ad that you record or we record for you.

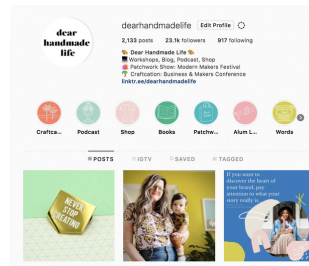
### BLOG POST

Sponsored blog posts provide an excellent opportunity to showcase a product or service to our readers. Our staff writers will create a unique DIY tutorial, recipe or editorial post featuring your brand. We also create a custom pinable graphic spread for each sponsored post. You have the opportunity to create a contest or giveaway with the post to increase traction.



### NEWSLETTER FEATURE

Newsletter features include a custom designed graphic and are a great chance to connect with our engaged mailing list. You have the opportunity to create a discount and contest or giveaway with the feature.



### SOCIAL MEDIA POST

Connect with our highly engaged social media audience on Facebook, Twitter, Instagram and Pinterest. Social media posts include feed posts, IG Reels, IG Stories, IGLive, FBLive and more.

dear handmade life's

# PATCHWORK SHOW

MODERN MAKERS FESTIVAL

## SPONSORSHIP DECK



dear handmade life's

# PATCHWORK SHOW

## MODERN MAKERS FESTIVAL



the details

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.

### OUR GUESTS

- Average age: 25-45 years
- 65% female
- Educated & employed with a median income of 115k
- Strong commitment to shopping local and supporting the artisan food and craft movements as well as conscious consumerism.



### OUR VENDORS

- Small business owners with an average of 1-10 employees
- Creatives who craft as a career and for pleasure
- 90% have a website and/or blog
- Educated & employed with a median income of 95k
- Highly active on social media and online



### EST. 2008

- 4k-8k guests during a six-hour show
- 100-250 vendors per show
- Several bi-annual Northern and Southern California locations



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).  
-Sheri Marks, Patchwork Show Alum

PRESS PLAY  
TO CHECK  
OUT  
PATCHWORK  
SHOW



dear handmade life's

# PATCHWORK SHOW

## MODERN MAKERS FESTIVAL

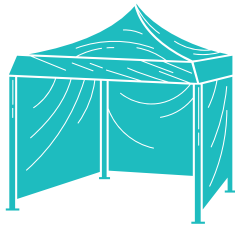
### opportunity highlights

ALL SPACES INCLUDE THE OPTION FOR ENTRANCE TABLE PROMOTIONAL MATERIALS AND AT-EVENT GIVEAWAYS/CONTESTS. TENTS, TABLES AND BOOTH EQUIPMENT NOT INCLUDED.



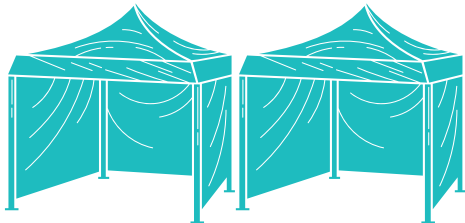
#### SMALL BOOTH

4 x 6 booth space  
Perfect for a small table & umbrella



#### MEDIUM BOOTH

10x10 booth space  
Fits a standard 10x10 pop-up tent



#### LARGE BOOTH

10x20 booth space  
Fits (1) 10x20 or (2) 10x10 pop-up tents





# dear handmade life

EVENTS, EDUCATION AND COMMUNITY FOR CREATIVES, PASSIONATE SMALL BUSINESS OWNERS AND DIY DEVOTEES.

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let's collaborate!

We love to work with sponsors to create custom packages to fit your marketing goals and budget. For pricing and additional opportunities, contact us.



**NIK VANDEVENTER**

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**NICOLE STEVENSON**

CEO & Creative Director  
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