



dear handmade life

EVENTS, EDUCATION AND COMMUNITY FOR CREATIVES
AND SMALL BUSINESS OWNERS



SPONSORSHIP DECK

DEARHANDMADELIFE.COM



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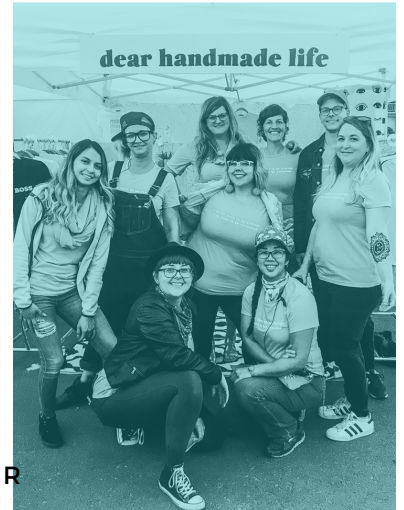
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all about us

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 bi-annual 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





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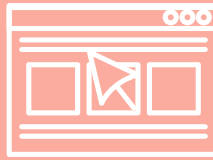
the demographics



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.



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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

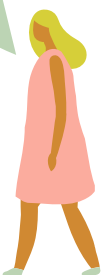
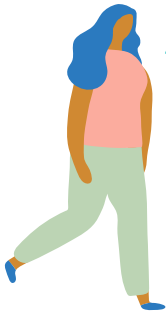
"Being a sponsor at Craftcation was a **GREAT EXPERIENCE, A REAL PARTNERSHIP** with a serious, passionate, collaborative, and well-organized team devoted to making the event a success on both a micro and macro level for everyone involved. We look forward to working with them again."
-Melanie Falick,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

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

"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





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previous sponsors





dear handmade life

our events & opportunities



OUR ONLINE
COMMUNITY



CRAFTCATION
CONFERENCE

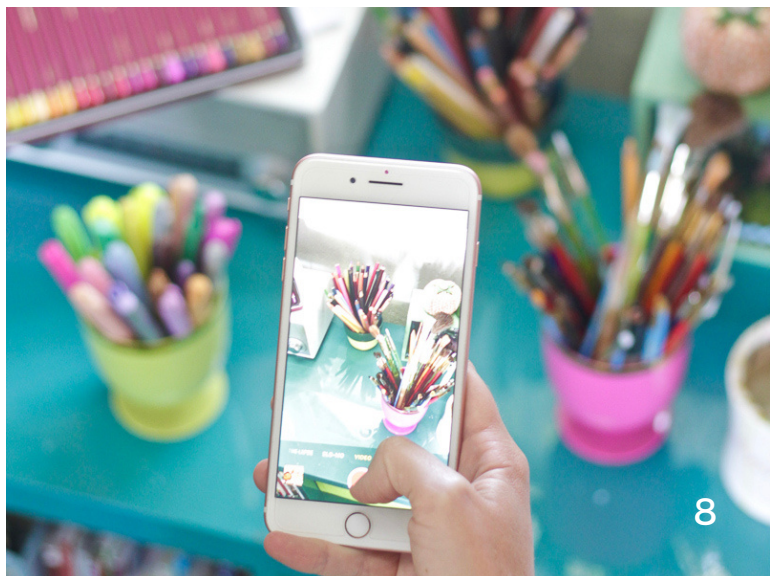
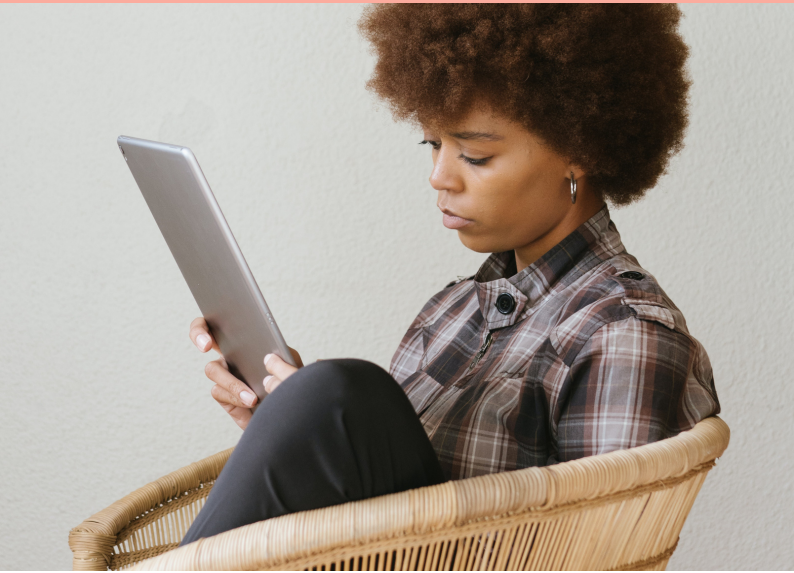


PATCHWORK
SHOW



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ONLINE COMMUNITY SPONSOR DECK



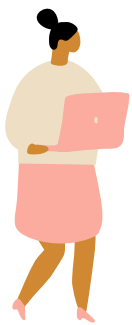


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ONLINE COMMUNITY SPONSORSHIP

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

- 140+ episodes
- 550k+ downloads
- Prestigious creative expert guests



THE BLOG

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



THE NEWSLETTER

- 34k+ subscribers
- 30% open rate



SOCIAL MEDIA

- 30k+ Instagram
- 24k+ Pinterest / 1.6 million monthly views
- 27k+ Facebook



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ONLINE COMMUNITY SPONSORSHIP

opportunities

THE PAGE CREATED FOR OUR COMMUNITY OVER COMPETITION WEEK EVENT WITH OUR SPONSOR AMPJAR



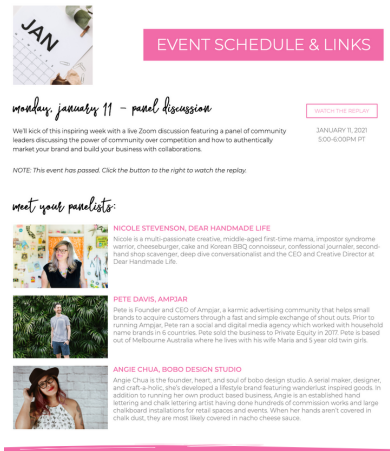
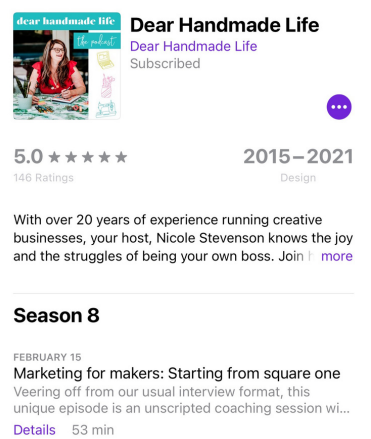
WEEK OR WEEKEND EVENT

We'll work together to create an immersive, customized week or weekend series of themed events around your brand. Events can include webinars, live demos or workshops and more. We'll announce the events on our social media channels and newsletters, Participants will opt-in to the events (you can capture their email addresses) and they'll receive a series of emails about the events and your brand.

View landing pages for recent events: [Community Over Competition Week](#), [Work it Wednesday Series](#)

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.





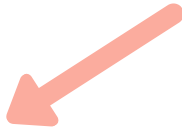
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ONLINE COMMUNITY SPONSORSHIP

opportunities

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 pin-able graphic spread for each sponsored post. You have the opportunity to create a contest or giveaway with the post to increase traction.



DIY PAINTED GEOMETRIC WOODEN BOX

July 7, 2017 By Guest Contributor — Leave a Comment

Editor's Note: We're excited to welcome Nik Handwerker from [What's This?](#) for some guest posts. Nik is one of the craft managers for our business and makers conference [Craftopia](#) + she's also a super talented maker and photographer.

P.S. - If you're inspired by this project and want to get your DIY on or need packaging or shipping supplies for your business, check out our friends at [PaperMart](#). PaperMart is a fourth-generation family owned business and they're the largest discount packaging, bulk gift wrapping, and party supply company in the United States! From craft project supplies to packaging to decor to shipping supplies to label and MORE... PaperMart is awesome!

-Nicole S.



Hi there! Nik here from [What's This?](#) do you ever get the feeling you are just drowning in craft supplies? For me it's definitely embroidery floss, I think I have more than enough to last me a lifetime (or two) of embroidering. So I came up with a super cute & easy way to help keep some of my floss under control with this painted wooden box. Let me show you how it's done.

WHAT TO GET:



-Wooden box (I used the large in [this set](#) from [PaperMart](#))
 -Acrylic craft paint ([this set](#) is under \$20 and includes 18 colors!)
 -Paint Brushes in various sizes, small flat brushes for detail ([this](#) is a great starter set)
 -Paint palette, palette paper, scrap cardboard will also work (we love [these](#) reusable ones)
 --Washi tape
 -Hot glue gun + glue stick ([this](#) is a great mini one)
 -Found object for knob, I used a vintage wooden spool of thread (you can get one [here](#)). Other suggestions: small plastic dinoour toy, rough cut crystal/gem, old cabinet drawer pull, sea shell etc. the possibilities are endless!
 WHAT TO DO:
 1. Apply [washi tape](#) to the box in as many random geometric shapes as you'd like, keeping in mind that what you cover up with the tape will be left natural.

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.



a note from nicole...

Hello Friends!

I went to Horse Camp in 6th grade. I wasn't that into horses but my best friend was a horse fanatic and I couldn't imagine not seeing her for two weeks, so I convinced my mom that my sudden obsession with horses was 100% genuine and that horse camp was a solid investment.

I remember two things about Horse Camp.

1. All the feeding, cleaning and shoeing of the horses coupled with the surprise discomfort of actually riding a horse solidified me not being into horses.
2. This annoying old camp song that we sang multiple times a day about going on a bear hunt. During the bear hunt song (why on earth are kids hunting bears?) various obstacles... a river, a cave etc. arise and the kids sing, "Can't go over it, Can't go under it, Can't go around it, Got to go through it!"

Over thirty years since I was that kid with the red plastic framed glasses and braces nervously french braiding my hair in the blurry camp bathroom mirror, that song pops into my head whenever I'm in a rough spot, I always sing that refrain over and over in my head, "Can't go over it, Can't go under it,

Love, Nicole

new playlist episode alert!

UNCOVERING YOUR BRAND STORY & IMPACT ZONE

patchwork paper ideas

LISTEN NOW

14 DIY GAL OR VAL-ENTINE'S DAY GIFTS

I WANT TO GET CRAFTY

love, nicole & the dear handmade life team



buy handmade | get inspired | listen up

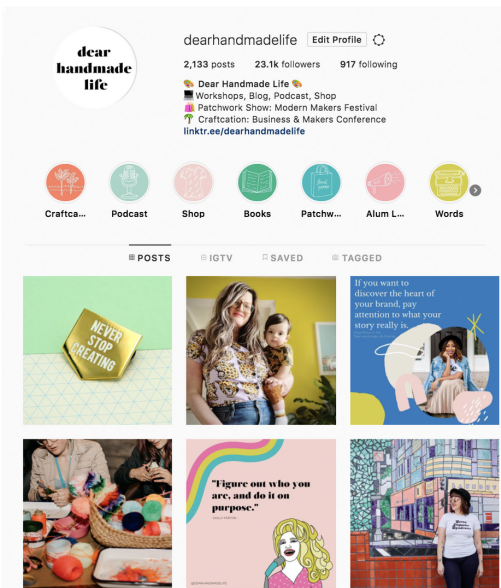
THE SHOP | THE BLOG | THE PODCAST



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ONLINE COMMUNITY SPONSORSHIP

opportunities



SOCIAL MEDIA FEED POST

Connect with our highly engaged social media audience on Facebook, Twitter, Instagram and Pinterest. Social media posts include a graphic or photograph as well as links of your choice.



INSTAGRAM REEL

We love getting creative with IG Reel content. From crafty how-tos to business tips and artsy mini-movies, we bring the DIY spirit and our unique aesthetic and love of storytelling.

INSTAGRAM STORY SERIES

We'll work together to create a series of Instagram stories around your brand, product or service. We'll handle the graphics, tag your handle and utilize our swipe up feature in every slide for the link of your choice.

FACEBOOK OR INSTAGRAM LIVE & IGTV

Looking to collaborate on longer form content? Our Facebook or Instagram Live and IGTV channels give you the opportunity to share more with our audience to create and solidify a deeper connection. These are perfect for demos, how-tos, onboarding webinars and more.



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ONLINE COMMUNITY SPONSORSHIP packages

OPPORTUNITY	WEEK EVENT	WEEKEND EVENT	BLOG & SOCIAL	SOCIAL ONLY	PODCAST ONLY
Week Event	YES				
Weekend Event		YES			
Dedicated newsletter	ONE	ONE			
Sponsored online event hosted over IGTV, Facebook Live or Zoom (1 hour max)	TWO	ONE			
Blog post	TWO	ONE	ONE		
Instagram reel	TWO	ONE	ONE		
Newsletter feature	TWO	ONE	ONE	ONE	
Instagram post	TWO	ONE	ONE	ONE	
Facebook post	TWO	ONE	ONE	ONE	
Podcast ad	60 SECOND AD & 15 SECOND AD	30 SECOND AD			60 SECOND AD & 15 SECOND AD
Pinterest post	TWO	ONE	ONE		
Instagram story series 3+ slides	TWO	TWO	ONE	ONE	
RATE	\$12,000	\$7,500	\$2,500	\$950	\$425

dear handmade life's
craftcation
BUSINESS & MAKERS CONFERENCE

CRAFTCATION SPONSORSHIP OPPORTUNITIES



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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



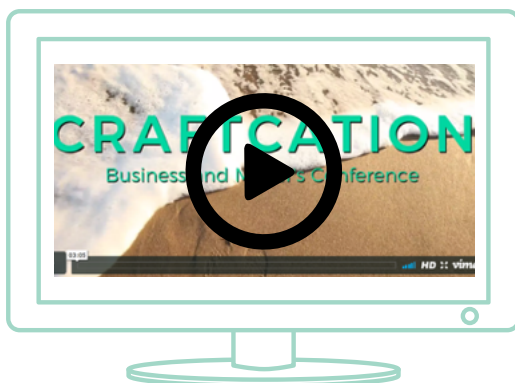
- In-person
- Annually in April
- Five days (Wednesday - Sunday)
- Ventura Beach, California

I was amazed at how flawlessly everything went... Everyone was so friendly. The workshop sessions were awesome. And y'all really put together an amazing community of people.
-Chrystina (Craftcation Conference Alum)

200+ WORKSHOPS & EVENTS



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



PRESS PLAY TO
SEE THE MAGIC
OF CRAFTCATION
CONFERENCE

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opportunities



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".

APP SPONSORSHIP

The app would be solely branded and advertised as: The Craftcation App sponsored by "Your Brand" in all promotional mentions. This app is the primary location for event schedule, presenter profiles, changes and announcements.

GIFT BAG INCLUSION

Make an impact on influential attendees by including an item in our gift bags - the contents of which are shared frequently on social media.



REGISTRATION PACKAGES

Full conference passes extended to sponsors for either sponsor attendance or for sponsors to use to promote their brand through contests or giveaways.

REGISTRATION SCHOLARSHIP

Sponsor an emerging creative by gifting them a scholarship to attend Craftcation. The scholarship ticket is a full registration package. You can choose a specific demographic for your scholarship.

PROGRAM AD

Grab the attention of our attendees with an ad or offer in our printed program. Attendees refer to the program throughout the conference as well as take home as a keepsake. Ad sizes vary based on sponsorship level.

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opportunities



SPONSOR-HOSTED
WORKSHOP

Create and teach a workshop that highlights and reflects your brand. Sponsors work with Craftcation to design a workshop based around their products or services that engages attendees with their 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.



EXISTING WORKSHOP
SPONSORSHIP

Sponsoring an existing workshop is the perfect chance to align your brand with a topic and/or presenter. Workshop sponsorship options include five-minute introduction to the workshop and welcoming workshop attendees, working with the presenter to include your brand in workshop content, providing the equipment, tools and supplies for hands-on workshops or getting creative through innovative ways to expose your brand to attendees.



MARKETPLACE
BOOTH

Carry your brand over to an engaging and interactive stand-alone booth that encourages attendees to learn more about your company. These limited spots are in the highly trafficked Craftcation Vendor Marketplace where everyone gathers between classes to relax and network. Marketplace booth options include product displays, demos, activities, signage, décor, promotional materials, newsletter sign-ups and more.



POP-UP SHOP
INCLUSION

The Craftcation pop-up shop is a marketplace for books, products, supplies, equipment and tools. The shop is open not only to attendees and presenters but to the general public as well. It is open each day of the conference starting Wednesday during check-in and is frequented throughout each day to shop and connect with each other.

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opportunities



CREATIVE
GATHERINGS

Bring attendees together to network, learn and connect in an unconventional location. These events can feature food, drinks and inspiration as well as a chance to get truly creative with your sponsorship outreach with options for sponsor signage, promotional materials, activity, décor, demo and 5-minute welcome introduction. Some past gatherings have included: embroidery + beer tasting, movie + game night and wine, cheese + crochet.



OPENING & CLOSING
CELEBRATIONS

The Craftcation opening and closing celebrations are the ideal events to catch everyone in one place. These events often feature a keynote address, music and activities, and are a great opportunity to join everyone in a relaxed, fun environment. Options for sponsor signage, promotional materials, activity, demo and 5-minute welcome introduction.



IRON CRAFT
VENTURA

During the Friday-night happy hour at the hotel, the featured event is our Iron Craft Ventura competition that features notable judges and attendee competitors. Feature your products as a “secret ingredient” and through prizes. Increase brand recognition as the named host of the event, judge or host placement, signage, promotional materials and décor.



INVITE-ONLY
EVENT

An invitation-only sponsor hosted breakfast, lunch, dinner or happy hour extended to a target group of presenters or attendees that the sponsor chooses. Create intimate connections between your brand and influencers and industry leaders or even utilize the gathering as a focus group.

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craftication
 BUSINESS & MAKERS CONFERENCE



opportunities



SCAVENGER HUNT CARD

Our Scavenger Hunt Card is filled with challenges for attendees to complete during their time at the conference. The goal is to complete all of the challenges before the end of the conference for a chance to win an array of prizes. Elevate brand awareness by including your brand as one of the challenges on the card and/or your product as one of the prizes that the winner will receive. Past challenges have included: stopping by a marketplace booth and high-fiving a representative, using a piece of sponsored machinery like a sewing machine, attending a sponsored workshop and more.



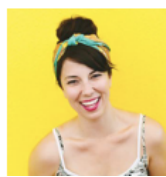
past presenters



JEANETTA GONZALES



LISA CONGDON



CHELSEA FOY:
LOVELY INDEED



KELLY MINDELL:
STUDIO DIY



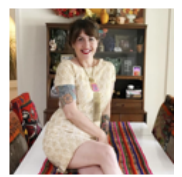
KATHY MURILLO:
CRAFTY CHICA



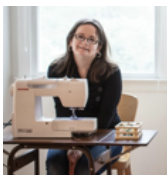
BRITJNI MEHLOFF:
PAPER & STITCH



ELISE BLAHA
CRIPE: ELISE GETS CRAFTY



JENNIFER PERKINS:
DIY NETWORK & HGTV



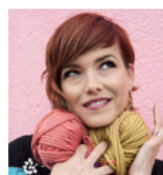
ABBY GLASENBERG:
WHILE SHE NAPS



JEN HEWETT



JENNY HART:
SUBLIME STITCHING



VICKIE HOWELL:
DIY NETWORK & THE KNIT SHOW



RACHEL SMITH:
THE CRAFTED LIFE



AMY TANGERINE



EMILY MCDOWELL



DEBBIE STOLLER
BUST MAGAZINE



ROBERT MAHAR:
NBC'S MAKING IT



NATALIE KELLER-
PARIANO
NATTERDOODLES



BRITTANY JEPSEN:
THE HOUSE THAT
LARS BUILT



TWINKIE CHAN



OLIVIA OMEGA



MINAA B.



TISA JACKSON
THIS IS TISA



MARK MONTANO:
TLC & THE STYLE
NETWORK

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packages

OPPORTUNITY	PLATINUM	IRON	GOLD	SILVER	BRONZE	COPPER
Conference title sponsor	YES					
App sponsorship	YES					
Logo on gift bag	YES	YES				
Opening or Closing Celebration Sponsorship	ONE	ONE				
Event Sponsorship (Iron Craft Integration, Open Celebration Activity or Dance Party Activation)	ONE	ONE	ONE			
Creative gathering or invite-only event sponsorship	ONE	ONE	ONE	ONE		
Marketplace booth	DOUBLE	ONE	ONE	ONE		
Sponsor-hosted workshop	FOUR	THREE	TWO	ONE		
Existing workshop sponsorship	FOUR	TWO	ONE	ONE	ONE	
Bingo Scavenger Hunt	YES	YES	YES	YES		
Exhibitor space in the pop-up shop	PRIME SPOT	YES	YES	YES	YES	
Gift bag inclusion	YES	YES	YES	YES	YES	YES
Registration packages (can be used for scholarships)	FIVE	FOUR	THREE	TWO	TWO	ONE
Program ad	2 FULL PAGE ADS WITH PREMIUM PLACEMENT	1 FULL PAGE AD WITH PREMIUM PLACEMENT	1 FULL PAGE AD	1 HALF PAGE AD	1 QUARTER PAGE AD	MENTION
Post-event recap with photos and social media images	YES	YES	YES	YES	YES	
Office hours	YES	YES	YES	YES		
Digital sponsorship	WEEK EVENT	WEEKEND EVENT	WEEKEND EVENT	BLOG, SOCIAL & PODCAST	BLOG & SOCIAL	SOCIAL
RATE	\$24,500	\$17,500	\$14,500	\$7,500	\$5,000	\$2,500

dear handmade life's

PATCHWORK SHOW

MAKERS MARKET & COMMUNITY FESTIVAL

SPONSORSHIP DECK



dear handmade life's

PATCHWORK SHOW

MAKERS MARKET & COMMUNITY FESTIVAL



the details

PATCHWORK SHOW IS DEAR HANDMADE LIFE'S BI-ANNUAL, MAKERS MARKET AND COMMUNITY 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



OUR SHOWS

- Established in 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

MAKERS MARKET & COMMUNITY FESTIVAL

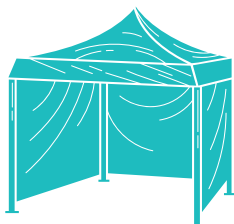


ALL SPACES INCLUDE THE OPTION FOR ENTRANCE TABLE PROMOTIONAL MATERIALS AND AT-EVENT GIVEAWAYS/CONTESTS.
TENTS, TABLES AND BOOTH EQUIPMENT NOT INCLUDED.



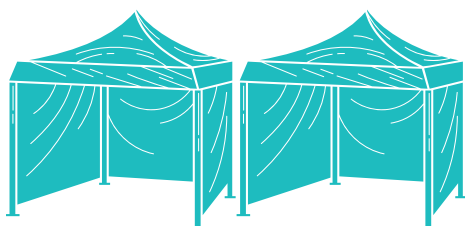
SMALL BOOTH

4 x 6 booth space
Perfect for a small table & umbrella
Rate: \$400



MEDIUM BOOTH

10x10 booth space
Fits a standard 10x10 pop-up tent
Rate: \$750



LARGE BOOTH

10x20 booth space
Fits (1) 10x20 or (2) 10x10 pop-up tents
Rate: \$1200





dear handmade life

EVENTS, EDUCATION AND COMMUNITY FOR CREATIVES
AND SMALL BUSINESS OWNERS

let's collaborate!

We love to work with sponsors to create custom packages to fit your marketing goals and budget.



NICOLE STEVENSON

CEO & Creative Director
nicole@dearhandmadelife.com



LEANDRA FOSS

Partnership Assistant
leandra@dearhandmadelife.com