

# UPshur St. FAIR

## CRAFT Fair

### Sponsor Guide

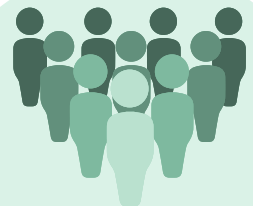
The **Upshur Street Craft Fair** began 14 years ago as an indoor craft market. Today, the event draws vendors from all over the DMV and has outgrown the confines of an indoor space. **This year the annual holiday market will feature 50+ local crafters, artists, and food vendors.**



**50+  
Vendors**



**5,000+ Email  
Subscribers**



**65K+  
Residents**

**There's ample opportunity for us to work together and help your business get noticed before, during, and even after our event!** Our audience is a diverse group of locals, business owners, tourists, families, and curious shoppers. Showing your love and support for the Upshur Street Craft Fair is a great way to inform our audience of your business while building trust within our community.

We offer both tier-based sponsorship packages as well as tailored a la carte marketing opportunities that offer more targeted outreach.



## GOLD SPONSOR - \$2,500 (1 Available)

- Logo, Name, and Description Prominently Listed in Event Program
- **Logo Recognition On:**
  - Website
  - Event Postcards/Flyers
  - Press Release
  - Event T-Shirts
  - Email Blast to Email List (5000+ Subscribers)
  - Two (2) A-Frame Displays (Placed At Entrances of Fair)
- **Name Recognition On:** Promotional Announcements & Facebook Event
- **3 standalone social media posts** promoting your business on the Upshur Street Craft Fair Facebook
- **Exhibit Table** In Vendor Area (6 Foot)\*
- Five Complimentary Commemorative T-Shirts

\* As Gold Sponsor, your booth will be the only non-vendor booth in the vendor area - giving you exclusive dibs on engaging with our attendees. We do ask that you incorporate a craft-related activity into your booth, and are happy to work with you on ideas.

## SILVER SPONSOR - \$1,200 (2 Available)

- Logo, Name, and Description Prominently Listed in Event Program
- **Logo Recognition On:**
  - Website
  - Event Postcards/Flyers
  - Event T-Shirts
  - Email Blast to Email List (5000+ Subscribers)
  - Two (2) A-Frame Displays (Placed At Entrances of Fair)
- **Name Recognition On:** Promotional Announcements, Facebook Event, Press Release
- **2 standalone social media posts** promoting your business on the Upshur Street Craft Fair Facebook
- Three Complimentary Commemorative T-Shirts

## BRONZE SPONSOR - \$500 (3 Available)

- **Logo Recognition On:**
  - Event Program
  - Website
  - Event Postcards/Flyers
  - Event T-Shirts
- **Name Recognition On:** Promotional Announcements, Facebook Event, Press Release, Email Blast to Email List (5,000+ Subscribers)
- **One standalone social media posts** promoting your business on the Upshur Street Craft Fair Facebook
- One Complimentary Commemorative T-Shirt

## CHAMPION - \$100

- **Logo Recognition On:** Event Program, Website, T-Shirts
- **Name Recognition On:** Promotional Announcements, Facebook Event, Press Release, Email Blast to Email List (5,000+ Subscribers), Facebook Post Thanking All Sponsors



À la carte sponsorship opportunities allow you to reach specific audiences through more targeted outreach. Please note that numbers are limited.

## **HOLIDAY LOUNGE SPONSOR - \$2,000** (1 Available)

*New this year, attendees can relax with their friends & family in the Upshur Street Craft Fair's Pop-Up Holiday Lounge.*

### **As the sponsor of the lounge, you will enjoy:**

- Holiday lounge cups branded with your logo
- Logo on website
- Logo on all holiday lounge signage
- 6 foot table in the holiday lounge area
- Name recognition in all promotions mentioning the holiday lounge, including social media promotions, press releases, listserv announcements, email blasts, and more.

## **HOLIDAY MARKET BAG SPONSOR - \$1,200** (1 Available)

One of the most coveted opportunities! The first 150-200 attendees will receive a free holiday market tote bag. Attendees will use their bag everywhere - shopping, sporting clubs, airports, etc. Have your brand everywhere they go! This year's bags will feature a full-color, seam-to-seam print.

- Your logo on the bags
- Your promotional materials included in each bag
- Your logo on the website
- **Name Recognition On:** Promotional Announcements, Facebook Event, Press Release
- And of course - a free bag for yourself!

## **GINGERBREAD HOUSE CONTEST IN-KIND SPONSORSHIPS - \$50 IN-KIND VALUE** (4 Available)

*Help reward the winners of this year's Gingerbread House contest - all while gaining exposure and traffic for your business! Sponsors contribute an in-kind gift of approximately \$50 in value, such as a gift card for your company's services or a free product. Sponsorship includes:*

- Logo on website
- Name recognition in all promotions mentioning the Gingerbread House Contest, including social media promotions, press releases, listserv announcements, email blasts, and more.
- Promotional materials (flyer, business card, etc) provided to the winner(s) along with their prize



The sponsorship packages outlined can be customized to meet your company's marketing goals. Please call Megan Flynn at 202-573-0944 or e-mail [sponsorships@UpshurCraftFair.com](mailto:sponsorships@UpshurCraftFair.com) to discuss sponsorship opportunities in further detail.

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[www.UpshurCraftFair.com](http://www.UpshurCraftFair.com)