



SPONSORSHIP DECK 2020

MCA GUILD FINE CRAFT
SHOWS

LOCATION + DATES

MDI // JULY

BELFAST // AUGUST

SCARBOROUGH // SEPTEMBER

BRUNSWICK // OCTOBER

OVERVIEW

Maine Crafts Association manages four vibrant fine craft shows taking place across the state during the height of tourism and into leaf peeping season. Over 80 artists exhibit their work to 5,000+ attendees from July through October in popular destinations such as MDI, Belfast, Scarborough + Brunswick
Expected Attendees: Over 5,000 shoppers & attendees.

INCLUDED WITH ALL SPONSORSHIP LEVELS:

- Logo + Link on MCA Funder page
- Name + Link on Funder list in all MCA newsletters (sent to 12,000 contacts)
- Sponsor Recognition on Instagram
4300 + 1800 Followers on two MCA accounts
- Sponsor Recognition on Facebook
2800 + 3500 + 7100 friends and followers on three MCA profiles
- Sponsorship recognition in all event press releases and standard communications

CONTACT DETAILS

Lizz Berry, MCA Programs Manager
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Maine Crafts Association
PO Box 342 Gardiner, ME 04345

\$250 SINGLE SHOW SUPPORTER

Two tickets to event

Your Brand, Our Promotion

Your logo is prominently displayed on our official show program, handed out to each attendee (1000+ per show) with a map and complete exhibitor list.

Your brand will be co-marketed with the show in all print advertising, postcards, posters and online (as available by commitment date).

\$300 TOTE BAG SPONSOR

Two tickets to event

The tote that keeps your brand going!

Have your logo printed on the free reusable bag that will be handed out to the first 500 attendees at each of our FOUR Guild Shows.

\$500 ALL SHOWS TABLE SPONSOR

Six tickets to event

Greet our patrons (5000+) with your promotions

Provide two posters, or other approved items such as small banners or signs for display at each of our FOUR shows admission desks, seen by every attendee.

These items will be set up at all four Guild shows across the state. Your brand will be co-marketed with the shows in all print advertising, postcards, posters and online (as available by commitment date).

\$750 SHOW SPONSOR BOOTH

Six tickets to event

Join the event

Get creative and design your own booth space! Fill the booth with your brand's marketing materials, signs, sell promotional products, have drawings or even host events.

Your brand will be co-marketed with the show in all print advertising, postcards, posters and online (as available by commitment date).

\$1000 ALL SHOWS SPONSOR

Ten tickets to event (can be used at any of the four shows)

Four Guild Fine Craft Shows, 5000+ attendees

Your brand logo will be printed on all pre-event postcards & posters, distributed locally and throughout Maine, as well as the show program for each of the four Guild shows.

Provide extra print materials for our admissions table at all FOUR Guild shows.

MCA Guild Fine Craft Show Schedule 2020:

MDI @ Camp Beech Cliff
264 Beech Hill Road, Mount Desert ME 04660
July 24, 25, 26

+
Preview Party w/ Maine Craft Gala
Friday, July 24, 5-8pm

BELFAST @ United Farmers Market of Maine
18 Spring Street, Belfast ME 04915
August 14, 15, 16

SCARBOROUGH @ Camp Ketcha
336 Black Point Road, Scarborough ME 04074
September 19, 20

BRUNSWICK @ Fort Andross Mill
14 Maine Street, Brunswick ME 04011
October 24, 25

\$3500 GALA SPONSOR

Maine Craft Gala 2020

Help us properly commence the first show of the season under Maine Crafts Association management at our brand new beautiful location, Camp Beech Cliff, in Mount Desert, July 24 (5-8pm)!

This ticketed event / Preview Party will feature live music, complimentary snacks, a champagne toast and a cash bar.

Connect with our Guests

Your brand will be heavily marketed by coinciding with all of our Maine Craft Gala advertising efforts; including physical invites, social media & an online presence.

You will also be a sponsor of the MDI show with full benefits such as: your logo appearing on all print advertising, posters, online listings and our official show program handed out to each attendee.

Put your logo on our exclusive party favors provided to every Preview Party attendee (100+) Sponsor our Friday night

Six Maine Craft Gala tickets, good for admission all weekend!

\$2500 LEAD TOTE BAG SPONSOR

Ten tickets to event (can be used at any of the four shows)

Make an impression to our shoppers

Be the one and only brand logo printed on the front of our reusable tote bag that will be handed out to the first 500 attendees at each of our FOUR Guild shows.

\$4500 PRESENTING SPONSOR

Twenty admissions tickets (can be used at any of the 4 shows).

MCA Guild Fine Craft Shows. Presented by, YOU!

Make your brand visible everywhere our shows are advertised through our extensive marketing and connect with our 5000+ attendees! Have a significant presence at the shows and in our 6+ month marketing campaign.

Your brand logo will be on all FOUR Guild shows marketing materials such as posters, postcards, show programs, social media posts, our website listings, newsletters and more.

Be the only brand logo printed on the Exhibitor name badges & booth signs at all four Guild shows.

Set up a table or booth at all FOUR shows

Have your brand logo on our reusable totebag!

Set the Table(s)!

Sponsor the MCA information table at all four Guild shows. Provide extra print materials for our admissions table at all four Guild shows.

Portland Harbor Cruise for Six

Take (or give) your dear friends, best customers or prospective clients on a cocktail cruise in Portland Harbor aboard a custom lobster boat cruiser. Two hours, cocktails, licensed captain, seals, seagulls, date of your choice!

