

# PORTLAND FINE CRAFT SHOW 2020



## SPONSORSHIP DECK 2020

PORTLAND FINE CRAFT  
SHOW

DATE: AUGUST 22

LOCATION: PORTLAND

### OVERVIEW

The Portland Fine Craft Show is MCA's Portland area event with the most marketing and highest attendance, this free, outdoor festival-style show takes place downtown Portland and features 100+ contemporary craft exhibitors from the Northeast and attracts locals, visitors and tourists, who appreciate the arts, buy craft and support cultural events in Portland.

Expected Attendees: 5000-8000

### 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

Sadie Bliss, MCA Director  
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www.mainecrafts.org  
Maine Crafts Association  
PO Box 342 Gardiner, ME 04345

### \$4500 PRESENTING SPONSOR

**Portland Fine Craft Show, Presented by: YOU!**

Have your brand visible everywhere throughout the show! Your logo / brand will be on all event signage, exhibitor badges, show guide, marketing materials, over 100 exhibitor booths signs, and on our website and social media channels.

#### 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 to be coordinated with caption for summer or fall 2020.

#### & More

Includes benefits of all lower level sponsorships, (including tote bag, show guide ad and logo placement on cover, show booth, banner, bag stuffers, \$500 STITCH sponsorship )

### \$2500 LEAD SPONSOR

#### Banner Placement & Tote Stuffers

Banner at show info booth (we cover the cost of printing the banner) and bag stuffers (you provide) added to every show tote and handed out to 500+ attendees

#### Ad in Show Guide - 7000 copies distributed

One standard ad in the SHOW GUIDE in addition to your logo on the front cover. 7000 copies distributed throughout August to the greater Portland area and during the show to attendees.

#### BONUS Sponsorship: STITCH Fashion Show

Includes \$500 Sponsor of STITCH our June 4th Fashion Show Fundraiser at Urban Farm Fermentory which offers two tickets to the event, opportunity to provide attendees with your marketing materials and extensive promotion.

#### & More

Includes benefits of all lower level sponsorships (including tote bag, logo on poster & show program, show booth)

### \$750 SHOW SPONSOR BOOTH

#### Connect Directly with 5000-8000 Attendees

Join the Show: Get creative and design your own 10x10 booth space. Fill the booth with your brand's marketing materials, signs, sell promotional products (please inquire about limitations, for example, no items that compete with craft vendors), have drawings or even host events.

#### & More

Includes benefits of all lower level sponsorships (including tote bag, logo on poster & show program)



## \$500 SHOW SUPPORTER

### Print Marketing Galore

Your brand & our major print marketing - the SHOW POSTER and SHOW GUIDE!

The WEST END NEWS prints and distributes over 7000 Show Guide inserts in the August issue, distributed in Portland and surrounding towns AND handed out to attendees at the event. Show Guide is beautifully designed and includes event map and exhibitor list - much needed information for all show goers!

Your logo will be on the Show Guide front cover in the sponsor bar and the sponsor bar of the poster, printed and distributed throughout Portland and throughout the Northeast by show exhibitors.

### & More

Includes benefits of \$250 Show Supporter Level

## \$250 SHOW SUPPORTER

### Brand Alignment: Web & Social Media

Logo, Name & Link on MCA Funder page

Name & Link on Funder list in all MCA newsletters (sent to 12,000 contacts 2-4 times per month)

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

## \$300 TOTE BAG SPONSOR

### The tote that keeps your brand going!

Have your logo printed on the free reusable show tote bag handed out to 500+ attendees!

(six available)

