



SPONSORSHIP DECK 2021

MCA GUILD FINE CRAFT
SHOWS

LOCATION + DATES

MDI // JULY
SCARBOROUGH // SEPTEMBER

OVERVIEW

Maine Crafts Association manages 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 3,000-5,000+ attendees from July through September in popular destinations spanning southern Maine to Downeast.

Expected Attendees: 3,000-5,000 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 6000 + 2000 Followers on two MCA accounts
- Sponsor Recognition on Facebook 3000 + 4800 + 7400 friends and followers on three MCA profiles
- Sponsorship recognition in all event press releases and standard communications

CONTACT DETAILS

Lizz Berry, Director, Guild Fine Craft Shows
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lizz@mainecrafts.org
www.mainecrafts.org
Maine Crafts Association
PO Box 342 Gardiner, ME 04345

\$250 SINGLE SHOW SUPPORTER

Two tickets to Scarborough 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 Scarborough 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 BOTH of our 2021 Guild Shows.

\$500 ALL SHOWS TABLE SPONSOR

Six tickets to Scarborough event

Greet our patrons (3000+) with your promotions

Provide two posters, or other approved items such as small banners or signs for display at BOTH of our 2021 Guild shows admission desks, seen by every attendee.

These items will be set up at BOTH of our 2021 Guild shows taking place in MDI + Scarborough. 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 Scarborough 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 DOUBLE SHOW SPONSOR

Twenty tickets to Scarborough event

TWO Guild Fine Craft Shows, 3000+ 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 BOTH of the 2021 Guild shows.

Provide extra print materials for our admissions table for BOTH of the 2021 Guild shows.

MCA Guild Fine Craft Show Schedule 2021:

MDI @ La Rochelle

127 West Street, Bar Harbor, ME 04609

July 23, 24, 25

+ Preview Night

Friday, July 23, 5-8pm

SCARBOROUGH @ Camp Ketcha

336 Black Point Road, Scarborough ME 04074

September 18, 19

\$3500 PREVIEW NIGHT SPONSOR

Preview Night 2021 Sponsor

One Available

Join us to celebrate and properly commence the first show of the first season under Maine Crafts Association management at our brand new oceanfront location, La Rochelle (Bar Harbor Historical Society) in Mount Desert, July 23 (5-8pm)!

The Preview Night will be the top-shelf MCA event of 2021 and our co-sponsors will lead the way in its success, festivities and merriment!

This ticketed event will feature live music, locally catered nibbles, a champagne toast, drink tickets + cash bar.

Connect with our Guests

Your brand will be heavily marketed with our Preview Night advertising efforts; including physical invites, social media & an online presence.

Your name / logo will be on exclusive party favors provided to each Preview Night attendee.

Bring your guests: Four Preview Night tickets provided!

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.

\$2500 LEAD TOTE BAG SPONSOR

Ten tickets to Scarborough event

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 BOTH of our 2021 Guild shows.

\$4500 PRESENTING SPONSOR

Twenty tickets to Scarborough event

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 3000+ attendees! Have a significant presence at the shows and in our 6+ month marketing campaign.

Your brand logo will be on BOTH 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 BOTH of our 2021 Guild shows.

Set up a table or booth at BOTH of our 2021 Guild shows

Have your brand logo on our reusable totebag!

Set the Table(s)!

Sponsor the MCA information table at our Guild shows: Provide extra print materials for our admissions/information table at BOTH of our 2021 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!

