

dear handmade life

BLOG PODCAST CRAFTCATION CONFERENCE SHOP PATCHWORK SHOW WORKSHOPS CONSULTING



DIGITAL SPONSORSHIP DECK

ABOUT DEAR HANDMADE LIFE

Dear Handmade Life has been fostering creativity and entrepreneurship through its events including Patchwork Show: Modern Makers Festival (a bi-annual multi-city craft fair), Craftcation: Business & Makers Conference and its online platform which includes a blog, podcast, online workshops and an engaged social media community for 10 years.

CEO Nicole Stevenson's passion for all things creative and helping makers do what they love for a living inspires Dear Handmade Life's award-winning events and fuels their thriving online audience.

NICOLE STEVENSON

Nicole Stevenson is an artist at Nicole Stevenson Studio, writer, teacher and creative business consultant as well as the CEO and Creative Director at Dear Handmade Life.



DEMOGRAPHICS

Our audience includes blog readers, website visitors, social media followers, Craftcation attendees and Patchwork Show vendors and guests. Sponsors have the opportunity to target specific groups within this 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.

The high engagement of our audience is evident in our blog comments as well as the commitment our audience makes to sharing, liking and reposting online.

WEBSITE + BLOG

40,000+
UNIQUE MONTHLY
WEBSITE/BLOG
USERS

80,000+
MONTHLY WEBSITE/
BLOG PAGEVIEWS

NEWSLETTER

31,200+
NEWSLETTER
SUBSCRIBERS

30%
NEWSLETTER
OPEN RATE

SOCIAL MEDIA

74,000+
ENGAGED SOCIAL
MEDIA FOLLOWERS

16,000+
CRAFTCATION
RELATED
HASHTAGGED
INSTAGRAM POSTS

7,500+
CRAFTCATION 2019
SOCIAL MEDIA
POSTS

CRAFTCATION SPONSOR PACKAGE OPTIONS

SPONSORED 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 pinable graphic spread for each sponsored post. You have the opportunity to create a contest or giveaway with the post to increase traction. DIY blog posts also include a 20-40 second social media ready video that you can use across your networks.

NEWSLETTER FEATURE:

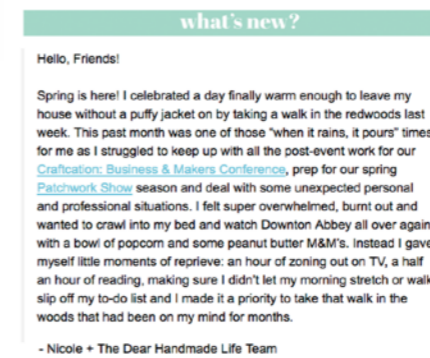
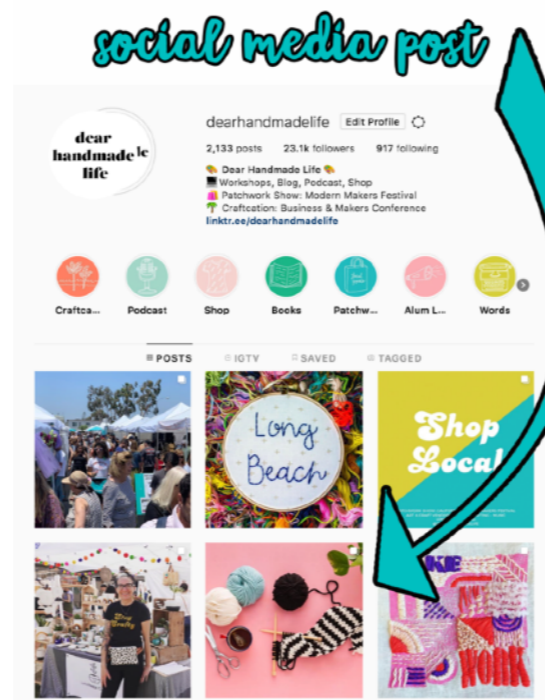
Newsletter features include a custom designed graphic and are a great chance to connect with our engaged mailing list. You have the opportunity to create a discount and contest or giveaway with the feature.

SOCIAL MEDIA POSTS:

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.

PODCAST AD:

The bi-weekly Dear Handmade Life podcast features drinks and discussions on creative business, DIY, craft and design for entrepreneurs and makers. Reach our podcast's dedicated following of 7,000+ listeners per episode with an ad that you record or we record for you.



TESTIMONIALS

"The thing that sets Craftcation apart from many conferences is its focus on enriching attendees through active hands-on classes along with panels and sessions. 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

"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

"It was amazing and awesome and the BEST PLANNED event and I have been to quite a few."

-Jennifer Priest, Attendee

Thanks for running OUR FAVORITE craft conference ever created. It really is the best.

-Christina Loff, Sponsor

PREVIOUS DEAR HANDMADE LIFE SPONSORS + PARTNERS



DIGITAL SPONSOR PACKAGES



PLATINUM DIGITAL PACKAGE:

- Two sponsored feature blog posts with giveaway options
- Four Facebook posts
- Four Twitter posts
- Two Instagram posts and two stories
- Two Newsletter features with links
- Four 15-30 second ads on our podcast
- Six Pinterest posts of six custom designed Pinterest-ready spreads and images

Rate: \$1,900

GOLD DIGITAL PACKAGE:

- One sponsored feature blog post with giveaway options
- Two Facebook posts
- Two Twitter posts
- One Instagram post and one story
- One Newsletter feature with link
- Two 15-30 second ads on our podcast
- Three Pinterest posts of three custom designed Pinterest-ready spreads and images

Rate: \$1200

SILVER DIGITAL PACKAGE:

- One sponsored feature blog post with giveaway options
- One Facebook post
- One Twitter post
- One Instagram post and one story
- One Newsletter feature with link
- Three Pinterest posts of three custom designed Pinterest-ready spreads and images

Rate: \$750

BRONZE DIGITAL PACKAGE:

- Two Facebook posts
- Two Twitter posts
- One Instagram post and one story
- One Newsletter feature with link
- One 15-30 second ad on our podcast

Rate: \$600

LET'S WORK TOGETHER TO CREATE SOMETHING AWESOME!

To inquire about sponsorships
contact:

Nicole Stevenson

323.533.7667

hello@dearhandmadelife.com



Sharon Fain

949.636.8189

sharon@dearhandmadelife.com



If you have a special request or
creative idea regarding your
sponsorship we'd love to hear it!