

Sponsorship Deck



nicole stevenson
YOUR CREATIVE MENTOR



Craftcation
CONFERENCE FOR CREATIVES



patchwork show
MAKERS MARKET & COMMUNITY FESTIVAL

HELLONICOLESTEVENSON.COM

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our events & opportunities



**NICOLE
STEVENSON**



**CRAFTCATION
CONFERENCE**



**PATCHWORK
SHOW**

all about us

DURING OUR 17 YEARS IN BUSINESS
WE HAVE...

- **Welcomed over 500,000 guests** to shop local and celebrate community at our multi-city bi-annual Patchwork Show festivals, providing nearly **15,000 artists a venue** to grow their businesses and inspire others.
- **Helped thousands of creatives** turn their passion into profession, become besties with their inner artist, and find camaraderie through our life-changing Craftcation Conference.
- Shared business know-how, art and craft inspiration, and tales of creative entrepreneurship through **150+ podcast episodes, 800+ blog posts, and a social media audience of 100k+ engaged followers.**

hello
i'm nicole
THE CEO &
CREATIVE DIRECTOR

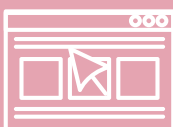


The demographics at a glance



NEWSLETTER

- 36,000+ NEWSLETTER SUBSCRIBERS
- 41% NEWSLETTER OPEN RATE



WEBSITE + BLOG

- 40,000+ UNIQUE MONTHLY WEBSITE/BLOG USERS
- 80,000+ MONTHLY WEBSITE/BLOG PAGEVIEWS



SOCIAL MEDIA

- 100,000+ ENGAGED SOCIAL MEDIA FOLLOWERS



PODCAST

- 550K DOWNLOADS
- TOP 5% OF ALL PODCASTS



PATCHWORK SHOW

THE GUESTS

- 4K-8K GUESTS DURING A SIX-HOUR SHOW
- AVERAGE AGE: 25-45 YEARS
- 65% FEMALE
- EDUCATED & EMPLOYED WITH A MEDIAN INCOME OF 115K

THE VENDORS

- 70-250 VENDORS PER SHOW
- SMALL BUSINESS OWNERS
- 90% HAVE A WEBSITE AND/OR BLOG
- HIGHLY ACTIVE ON SOCIAL MEDIA AND ONLINE



CRAFTCATION CONFERENCE

THE ATTENDEES

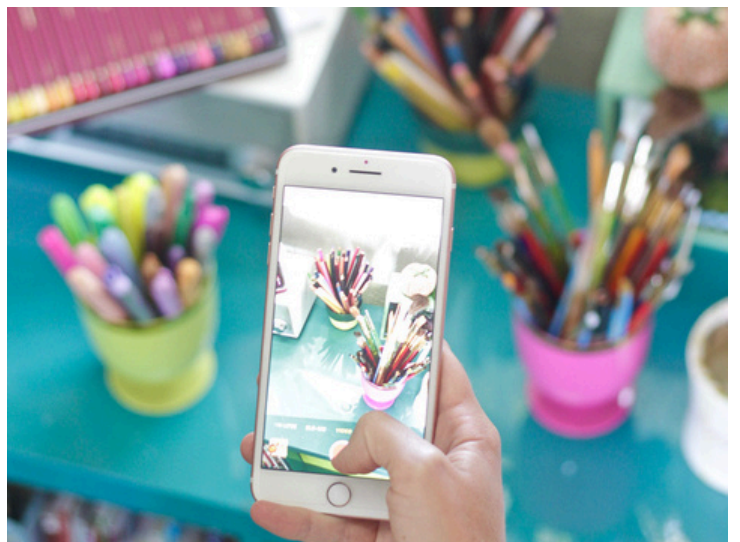
- 500+ INFLUENTIAL BLOGGERS, CRAFTERS, CREATIVE BUSINESS OWNERS AND DIY ENTHUSIASTS
- 90% HAVE A WEBSITE AND/OR BLOG
- AVERAGE AGE: 25-38 YEARS & 90% FEMALE
- HIGHLY ACTIVE ON SOCIAL MEDIA AND ONLINE

THE CONFERENCE

- EST. 2012
- 200+ WORKSHOPS & EVENTS
- VENTURA BEACH, CALIFORNIA

Sponsors have the option to target specific segments within our audience, such as creative business owners, influential bloggers, particular regions, or the entire group.

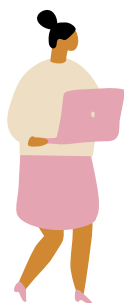
nicole stevenson sponsorship opportunities



ONLINE COMMUNITY SPONSORSHIP

the details

OUR ONLINE AUDIENCE LOVES CONNECTING WITH BRANDS THAT SHARE THEIR DEDICATION TO INTENTIONAL LIVING, SHOPPING, AND WORKING. THEY ARE SMALL BUSINESS OWNERS, CRAFT ENTHUSIASTS, AND CREATIVES ENGAGED THROUGH OUR BLOG, PODCAST, NEWSLETTER, AND SOCIAL MEDIA.



OUR AUDIENCE

- Influential bloggers, crafters, creative business owners and DIY enthusiasts
- Early adopting tastemakers with a wide reach
- 90% have a website and/or blog
- Average age - 25-38 years old & 90% female
- Educated and employed with a median income of 95k
- Highly active on social media and online



SOCIAL MEDIA

- Instagram
 - 38k+ @hellonicolestevenson
 - 1k+ @craftcationconference
 - 13k+ @thepatchworkshow
- 25k+ Pinterest / 1.6 million monthly views
- 28k+ Facebook



THE BLOG

- 30k+ unique monthly users
- 60k+ monthly website/blog views
- 800+ blog posts



THE NEWSLETTER

- 36k+ subscribers
- 41% open rate

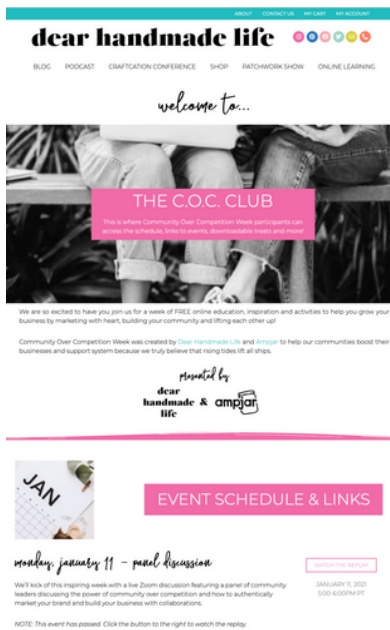


THE PODCAST

- 150+ episodes
- 550k+ downloads
- In the top 5% of all podcasts
- Prestigious creative expert guests

ONLINE COMMUNITY SPONSORSHIP

the details



EVENT OR EVENT SERIES

We'll collaborate to create a custom online event or series on Zoom or Instagram Live featuring your brand. Events can include webinars, live demos, or workshops and will be promoted across our social media and newsletters. Participants will opt-in, allowing you to capture their email addresses, and receive a series of emails about the events and your brand.

View landing pages for past events:

[Marketing for Makers Summit](#)

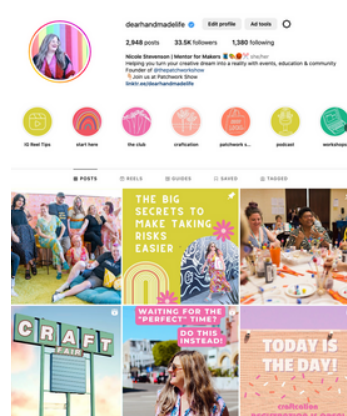
[Work it Wednesday Series](#)

THE PAGE WAS CREATED FOR OUR
COMMUNITY OVER COMPETITION
EVENT WITH OUR SPONSOR AMPJAR



INSTAGRAM REEL

We love creating IG Reel content, from crafty how-tos and business tips to artsy mini-movies. We bring the DIY spirit, our unique aesthetic, and a love of storytelling.



SOCIAL MEDIA FEED POST

Connect with our highly engaged audience on Facebook, Instagram, and Pinterest. Posts include a graphic or photo and links of your choice.



INSTAGRAM STORY SERIES

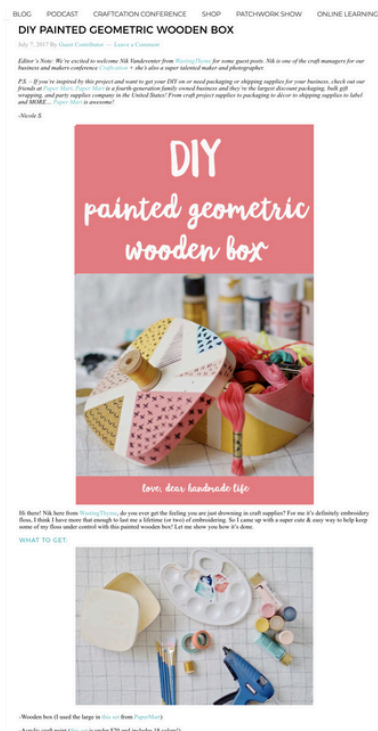
We'll create a series of Instagram stories for your brand, product, or service. We'll handle the graphics, tag you, and use our swipe-up feature for your chosen link on every slide.

ONLINE COMMUNITY SPONSORSHIP

the details

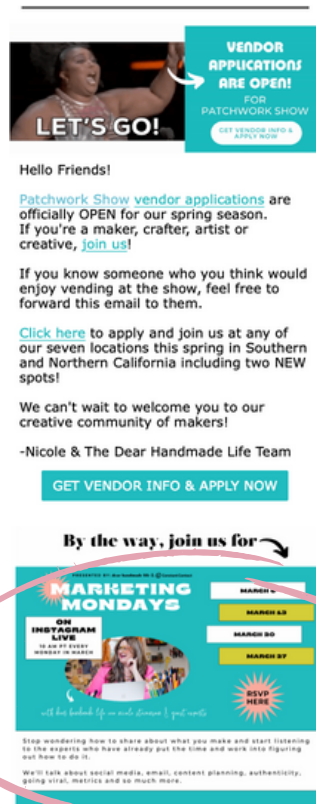
BLOG POST

Sponsored blog posts showcase your product or service to our readers. Our writers create unique DIY tutorials, recipes, or editorials featuring your brand, along with custom pin-able graphics. You can also create a contest or giveaway to increase engagement.



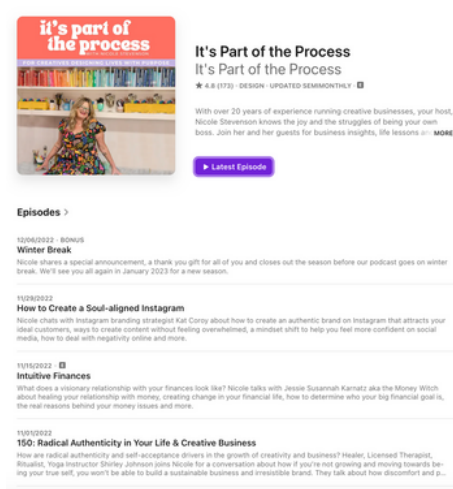
NEWSLETTER FEATURE

Newsletter features include custom graphics and are a great way to connect with our engaged mailing list. You can also create a discount, contest, or giveaway with the feature.



PODCAST AD

The It's Part of the Process podcast offers interviews, stories, and practical advice for a creative, intentional life. Reach our 7,000+ listeners per episode with an ad you record or we record for you.



ONLINE COMMUNITY SPONSORSHIP PACKAGES

OPPORTUNITY	ONLINE EVENT PACKAGE	BLOG POST PACKAGE
Sponsored online event hosted over IGLIVE or Zoom *All social media and newsletter features are promotional for the event	YES	
Custom landing page design and creation for RSVPs and thank you follow up email to attendees	YES	
Access to email addresses for all RSVPs	YES	
Dedicated email newsletter	ONE	
Email newsletter feature	THREE	ONE
Blog post		ONE
Instagram reel or carousel post	ONE	ONE
Instagram story slides	THREE	THREE
Facebook post	ONE	ONE
Podcast ad midroll 60 seconds max	ONE	
Pinterest post (3 scheduled graphics)		ONE
PACKAGE VALUE	\$10,000	\$2,500
DISCOUNTED RATE	\$7,500	\$1,500

OPPORTUNITY	SOCIAL MEDIA & PODCAST PACKAGE	PODCAST PACKAGE
Email newsletter feature	ONE	
Instagram reel or carousel post	ONE	
Instagram story slides	THREE	
Facebook post	ONE	
Podcast ad midroll 60 seconds max	ONE	THREE
PACKAGE VALUE	\$1,000	\$500
DISCOUNTED RATE	\$1,000	\$500

CRAFTCATION SPONSORSHIP OPPORTUNITIES



Craftcation

CONFERENCE FOR CREATIVES

the details

CRAFTCATION, HELD ANNUALLY IN VENTURA, CALIFORNIA, FEATURES INDUSTRY EXPERTS LEADING CRAFT WORKSHOPS, BUSINESS LECTURES & PANELS, WELLNESS ACTIVITIES AND SPECIAL EVENTS TO CONNECT AND EDUCATE ATTENDEES.



PRESS PLAY TO SEE
THE MAGIC OF
CRAFTCATION CONFERENCE

500+ ATTENDEES



- Influential bloggers, crafters, creative business owners and DIY enthusiasts
- Early adopting tastemakers with a wide reach
- 90% have a website and/or blog
- Average age: 25-38 years & 90% female
- Educated and employed with a median income of 95k
- Highly active on social media and online

EST. 2012



- Annually in April
- Five days (Wednesday - Sunday)
- Ventura Beach, California

200+ WORKSHOPS & EVENTS



- Hands-on DIY craft workshops
- Business lectures and panels
- Social gatherings and parties
- Wellness Activities

NPS SCORE --> 71

This is the Holy Grail of NPS (Net Promoter Score), and rarely attainable. A company with a score in this range is considered to be among the absolute best in their industry.

I was amazed at how flawlessly everything went... Everyone was so friendly. The workshop sessions were awesome. And y'all really put together an amazing community of people.
-Chrystina (Craftcation Conference Alum)



Craftcation

CONFERENCE FOR CREATIVES

opportunities

WE ENJOY COLLABORATING WITH SPONSORS TO CREATE A CUSTOM EXPERIENCE THAT ALIGNS PERFECTLY WITH YOUR BRAND AND MARKETING GOALS.



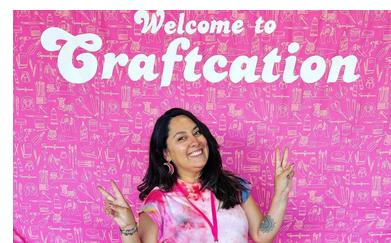
TITLE SPONSOR

Your brand name will be featured on all digital and printed conference materials, including the program cover, gift bags, website, and more, such as: "Craftcation Conference Presented by: [Your Brand]."



MARKETPLACE BOOTH

Create an engaging, interactive booth at the vibrant Craftcation Marketplace to showcase your brand. Options include product displays, demonstrations, hands-on activities, signage, décor, promotional materials, and newsletter sign-ups. With 90% of our attendees interacting with sponsors at their booths, it's a prime opportunity to connect directly with your audience.



INSTALLATIONS

Installations offer customizable, interactive displays in key public areas of the conference, such as a welcome mural, business card wall, and group art project.



CREATIVE DIRECTION

Craftcation provides the opportunity to collaborate with our Creative Director and Lead Event Director to design and execute a custom booth or installation. We handle the setup, so you can focus on connecting with the community.



EXISTING WORKSHOP SPONSORSHIP

Sponsoring a workshop allows you to align your brand with a specific topic or presenter. Options include a brief introduction, integrating your brand into the content, supplying materials, or finding creative ways to showcase your brand throughout the session.



SPONSOR-HOSTED WORKSHOP

Design and teach a branded workshop at Craftcation, where you can engage attendees with your products or services in a hands-on setting. This opportunity includes real-time social media promotion by our influential attendees and presenters, providing a creative way to showcase your brand.

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opportunities



CREATIVE GATHERINGS

Host unconventional networking events at unique locations, complete with food, drinks, and inspiration. Customize your sponsorship with options for signage, promotional materials, activities, décor, demonstrations, and a 5-minute welcome introduction. Past events have featured embroidery and beer tasting, movie and game nights, and wine, cheese, and crochet gatherings.



OPENING & CLOSING CELEBRATIONS

The Craftcation opening and closing celebrations are ideal for reaching everyone in one place. These events often feature a keynote and various activities, providing a great opportunity to connect with attendees in a relaxed, fun environment. Sponsorship options include signage, promotional materials, activities, demonstrations, and a 5-minute welcome introduction.



OPENING PARTY ACTIVATION

Connect with attendees and presenters during our opening night celebration by hosting a unique activation, such as a make-and-take, a demonstration, or a bar or beverage station.



POP-UP SHOP INCLUSION

The Craftcation pop-up shop features books, products, supplies, equipment, and tools, and is open to attendees, presenters, and the general public. Opening daily from Wednesday during check-in, it serves as a central hub for shopping and networking throughout the conference.



EVENT SPONSORSHIP

From Iron Craft to Stitch N Bitch, Board Game Night, Trivia, and themed Dance Parties, Craftcation event sponsorships provide unique opportunities to connect with attendees. Sponsorship options include co-hosting or judging events, featuring your products as supplies or prizes, signage, and more, all designed to boost brand recognition and introduce attendees to your offerings.



GIFT BAG INCLUSION

Make an impact on influential attendees by including an item in our gift bags - the contents of which are shared frequently on social media.

Craftcation

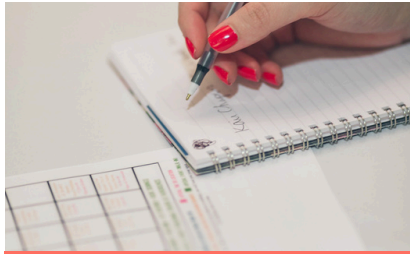
CONFERENCE FOR CREATIVES

opportunities



REGISTRATIONS & SCHOLARSHIPS

Receive full conference passes for sponsor attendance, brand promotion through contests or giveaways, or to award as a scholarship for an emerging creative. You can customize your scholarship to target a specific demographic of your choice.



PROGRAM AD

Grab the attention of our attendees with an ad or offer in our printed program. Attendees frequently refer to the program throughout the conference as well as take it home as a keepsake.



SCAVENGER HUNT CARD

Elevate brand awareness by featuring your brand as a challenge or prize on our scavenger hunt card, which is given to all attendees. Challenges may include visiting a marketplace booth, using a sponsor's tool, and more, with participants entering to win prizes.

select past presenters



LISA CONGDON



EMILY MCDOWELL



ROBERT MAHAR:
NBC'S MAKING IT



TISA JACKSON
THIS IS TISA



KELLY MINDELL:
STUDIO DIY



JEANETTA
GONZALES



KATHY MURILLO:
CRAFTY CHICA



BRITTANY JEPSEN:
THE HOUSE THAT
LARS BUILT



AMY TANGERINE



MARK MONTANO:
TLC & THE STYLE
NETWORK

Craftcation

CONFERENCE FOR CREATIVES

packages

OPPORTUNITY	PLATINUM	IRON	GOLD	SILVER	BRONZE	COPPER
Conference title sponsor	YES					
Creative direction	YES	YES				
Logo on gift bag	YES	YES	YES			
Opening or Closing Celebration Sponsorship	ONE	ONE				
Opening Celebration Activation	ONE	ONE				
Event Sponsorship (Iron Craft Integration, Opening Celebration Activity or Dance Party Activation)	ONE	ONE	ONE			
Creative gathering	ONE	ONE	ONE			
Installation					YES	
Marketplace booth	DOUBLE	ONE	ONE			
Sponsor-hosted workshop	FOUR	THREE	TWO	ONE		
Existing workshop sponsorship	FOUR	THREE	TWO	ONE	TWO	ONE
Bingo Scavenger Hunt	YES	YES	YES	YES	YES	YES
Exhibitor space in the pop-up shop	PRIME SPOT	YES	YES			
Gift bag inclusion	YES	YES	YES	YES	YES	YES
Registration packages	FIVE	FOUR	THREE	TWO	TWO	ONE
Program ad	2 FULL PAGE ADS	1 FULL PAGE AD	1 FULL PAGE AD	1 HALF PAGE AD	1 QUARTER PAGE AD	MENTION
Post-event recap with photos and social media images	YES	YES	YES	YES	YES	
Office hours	YES	YES	YES	YES		
Digital sponsorship	ONLINE EVENT OR TWO BLOG POSTS & ONE SOCIAL MEDIA PACKAGE	ONLINE EVENT OR TWO BLOG POSTS & ONE SOCIAL MEDIA PACKAGE	TWO BLOG POSTS & ONE SOCIAL MEDIA PACKAGE	TWO BLOG POSTS & ONE SOCIAL MEDIA PACKAGE	ONE BLOG POST & ONE SOCIAL MEDIA PACKAGE	ONE SOCIAL MEDIA PACKAGE
PACKAGE VALUE	\$49,000	\$35,000	\$23,000	\$13,000	\$8,600	\$4,500
DISCOUNTED RATE	\$26,000	\$18,500	\$14,500	\$7,500	\$5,000	\$2,500

patchwork show

MAKERS MARKET & COMMUNITY FESTIVAL

PATCHWORK SHOW SPONSORSHIP OPPORTUNITIES



patchwork show

MAKERS MARKET & COMMUNITY FESTIVAL

the details

PATCHWORK SHOW IS OUR MAKERS MARKET AND COMMUNITY FESTIVAL, FEATURING LOCAL EMERGING ARTISTS, CRAFTERS, AND DESIGNERS ALONGSIDE DIY WORKSHOPS, FOOD TRUCKS, AND MORE.



PRESS PLAY TO CHECK OUT
PATCHWORK SHOW

OUR GUESTS

- Average age: 25-45 years
- 65% female
- Educated & employed with a median income of 115k
- Strong commitment to shopping local and supporting the artisan food and craft movements as well as conscious consumerism.

OUR VENDORS

- Small business owners with an average of 1-10 employees
- Creatives who craft as a career and for pleasure
- 90% have a website and/or blog
- Educated & employed with a median income of 95k
- Highly active on social media and online
- 11,000 potential Patchwork Show vendors on our email list

OUR SHOWS

- Established in 2008
- 4k-8k guests during a six-hour show
- 70-250 vendors per show
- Several Northern and Southern California locations

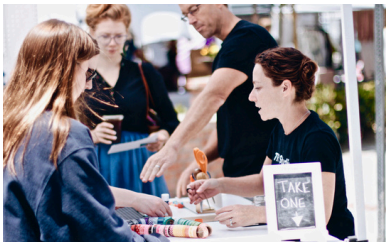
The most abundantly organized, fun, good energy, profitable event I have ever participated in yet (and I have done a lot of them through the years).
-Sheri Marks,
Patchwork Show Alum

patchwork show

MAKERS MARKET & COMMUNITY FESTIVAL

opportunities

WE ENJOY COLLABORATING WITH SPONSORS BY CUSTOMIZING OUR OPPORTUNITIES TO CREATE A TRULY TAILORED EXPERIENCE ALIGNED WITH YOUR BRAND AND MARKETING GOALS.



EVENT BOOTH

Create an immersive experience for guests and vendors with an event booth or space. Showcase your brand through make-and-takes, demonstrations, food or beverage tastings, a branded selfie photo booth, and other on-site activations to engage with our community.



GUEST SWAG BAG & GIFTING

Sponsor the guest swag bag for one show or the entire season. Collaborate with us to design a bag featuring your logo, showcased at the events, given to the first 100 guests, and featured on our social media and newsletter. Opportunity to include your products or promotional materials in the bag.



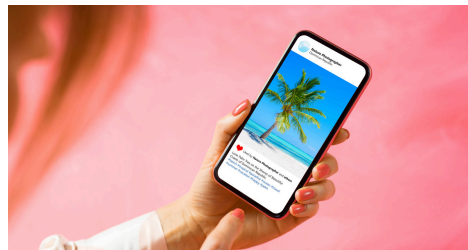
VENDOR SWAG BAG & GIFTING

Enhance your B2B networking by connecting with our creative small business vendors through a customized vendor swag bag featuring your logo. Share product and promotional materials with them at the shows or through an exclusive mailing.



INFO BOOTH PROMOS

Capture attention with printed promotional materials or free-standing signage at our bustling information booth. Reach a large crowd effectively, even if you're not physically present at the shows.



SOCIAL MEDIA & ONLINE PROMOTIONS

Increase brand awareness and engage potential customers through our social media channels and website. Opportunities include logo placement on our website, Instagram Stories, Reels, and more.



NEWSLETTER INCLUSION

Secure a feature in our vendor emails sent to our list of 11,000 creative small business owners. Each season includes over 30 emails to potential vendors.

patchwork show

MAKERS MARKET & COMMUNITY FESTIVAL

packages

OPPORTUNITY	PLATINUM	GOLD	SILVER
Event booth at one location	DOUBLE	SINGLE	MINI
Guest or vendor swag bag	BOTH	CHOOSE ONE	
Guest or vendor gifting	BOTH	CHOOSE ONE	CHOOSE ONE
Info booth promotional materials placement	YES	YES	YES
Info booth free standing signage	YES	YES	
Logo placement	YES	YES	YES
Instagram carousel or reel	TWO (ONE ON @dearhandmadelife & ONE ON @thepatchworkshow)	ONE	ONE
Instagram story slides	TWO SERIES OF 3 SLIDES	ONE SERIES OF 3 SLIDES	ONE SERIES OF 3 SLIDES
Facebook post	TWO	ONE	ONE
Potential vendor newsletter series sponsorship (7 emails to 11,000 potential vendors)	YES	FOUR	TWO
Current vendor newsletter series sponsorship (4 emails per show to 60-250 confirmed vendors vendors, approx.: 24 emails per season)	YES	FOUR	FOUR
PACKAGE VALUE	\$14,500	\$7,500	\$3,500
DISCOUNTED RATE	\$10,000	\$5,000	\$2,500

sponsor testimonials

The Craftcation team is **a dream to work with**. This bunch is passionate about bringing craft to the masses and helping the sponsors reach those masses as well. Not only was my sponsor booth branded for my company but it worked seamlessly with the event branding making our presence feel necessary and obvious. **We saw a 22% spike in participation on our social media and newsletter sign-ups** in the following weeks as well and an **11% increase in new customers** that we tracked through the event coupon. This is a fantastic event to build exposure for your brand.

-Sara Delaney, Director, One Big Happy

ONE BIG
HAPPY
YARN CO.

Thanks for running **our favorite craft conference** ever created. It really is the best.

-Christina Loff, CreativeLive

C R E A T I V E L I V E

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, Workman Publishing

hachette
BOOK GROUP
workman

Working with Dear Handmade Life is a dream! Their attention to detail and motivation to make the most of our partnership is so appreciated. We've been so lucky to have to worked with this crew for several years and **I cannot say enough great things about their collaborative approach to partnerships** and their open and punctual communication.

-Hannah Bartelt, Walnut Hollow

walnut hollow

Dear Handmade Life was **a joy to work with**. They made certain every detail was sorted and worked closely with us to ensure that the event we were organizing together would be successful. They took care of all the details and managed to get 200+ signups for the event. **We got several new customers** from the event. Dear Handmade Life also got us in front of **more ambassadors that we are now working with** to build community. Thanks team!

-Roslyn Teng, Ampjar

ampjar

Working with Dear Handmade Life, particularly through sponsorship of their annual Craftcation event, just makes sense for our brand. Each year, **we're blown away by the creativity and passion Nicole and team display as they painstakingly curate and deliver an immersive experience** for conference goers and sponsors alike.

Attendees are eager to find ways to up their small business game and **Craftcation allows us to show up and explain what we do in very palpable ways**. Aside from the **increase in brand awareness** that takes place as a result of this conference, our team leaves each year with a slew of **important connections** and a complete rejuvenation of our creative energy!

-Alexa Terry Wilde, Spoonflower

Spoonflower

select previous sponsors

AUTO



HONDA



FOOD & DRINK



BUSINESS TOOLS



SALES PLATFORMS



PRINTING & PHOTOGRAPHY



CRAFT SUPPLIES



SEWING & FABRIC



MISSOURI STAR
— QUILT CO. —

let's collaborate!

We love to work with sponsors to create custom packages to fit your marketing goals and budget.

OUR SPONSORSHIP TEAM



NICOLE STEVENSON

CEO & Creative Director
nicole@dearhandmadelife.com



LEANN FOSS

Partnership Manager
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LISA OKAMOTO BEHAR

Partnership Manager
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