

Handmade Faire Summer of Love

A By Hand Traditionally Inc. Production

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A 100% Handmade Indie Art & Fine Craft Festival

Be a part of the Burlington County's largest & most cutting-edge art & crafts fair! July 18, 2009 will be our third show and we are growing ever upward. Our last event boasted over 2500 visitors even though we experienced some of the worst weather of the whole season. We expect more than double that for this event, due to our larger, more central location, and more aggressive advertising campaign.

The Handmade Faire attracts art/craft lovers, families, art museum/gallery curators, fashion aficionados, hipsters, bloggers, shopaholics, and people of all ages & economic backgrounds. Shoppers travel from all over the tri-state area & beyond to attend the bazaar. This year's show will be held at Freedom Park, in Medford NJ. This is a new location for this event - previously it was held at the Flying W Airport but we have outgrown that space already. Sponsoring and/or advertising w/ us are great ways to get your business name out to a large & diverse audience. Whether they are coming for the arts/crafts, or just for a nice day at the park, The Handmade Faire is a great opportunity to advertise! We put together a range of opportunities for every budget.

Sponsorship Opportunities

- Monetary Sponsorship
- Goodie Bag Donations
- Giveaway Donations
- Advertise in our Handmade Brochure
- Opportunities from \$20-\$1000



MONETARY SPONSORSHIP	\$250+	\$500+	\$1000+
Add Promotional Giveaways to Goody Bags (250)	Yes	Yes	Yes
Logo and Link from Home Page of Website	Yes	Yes	Yes
Space at the Event to inform and pass out Info to Attendees	8' table	10x10 Spot	20x10 Spot
Advertise in Brochure given to Vendors and Attendees	1/4 page black and white ad	1/2 page black and white ad	Full Page Color Ad
Provide us with a banner to hang at the Handmade Faire	Yes 2'x4' or smaller	Yes 6x3 or smaller	Yes 12x3 or smaller
Provide a script for the MC to Read over the loudspeaker.	No	Yes Once	Yes Three Times
Your logo on all printed material (created after your sponsorship date) including postcards, lawn signs, posters, stickers, and front page of brochure.	No	No	Yes
Your logo and link on all email blasts sent to thousands of people.	No	No	Yes





DONATE ITEMS/COUPONS TO INCLUDE IN OUR GOODY BAGS

We are putting together 250 goody bags that we will give out to all the early shoppers. A minimum of 50 item/coupon donations are required - but 250 would be great. We are interested in receiving sample products, coupons, gift cards, craft patterns, buttons, magnets, lip balms etc to include in each goody bag. There must be some type of incentive to your promo - only a business card/postcard will not be accepted.

Vendors are highly encouraged to participate!

Coupon/Flyers attached to a sample are the best kind of promo to include!

ALL GOODY BAG DONATIONS MUST BE RECEIVED BY July 9th
No goodies will be accepted the day of the Faire!

ADVERTISE IN OUR BROCHURE

We will have over 500 brochure booklets professionally printed that we will give out to vendors/shoppers during the event. All ads are black and white, except the full page ad. This Brochure will be in the form of a "Why Buy Handmade" magazine - also featuring a vendor map, a "Why I Buy Handmade" and articles on the positive economical, and ecological impacts of buying handmade as well as a select few artist interviews.

1/8 Page Ad b/w(2.25"w x 1.9" h) \$20

1/4 Page Ad horizontal (4.625"w x 1.9" h) \$40

1/4 Page Ad vertical (2.25"w x 3.95"h) \$40 (Business Card Sized)

1/2 Page Ad (4.625"w x 3.925"h) \$80

Full Page Ad - Full Color (4.625"w x 7.975"h) \$160

please contact us at ads@handmadefaire.com to reserve your ad space.

GIVEAWAY DONATIONS

We have a unique way of doing our giveaways - Handmade Faire team members will walk around and look for people who have already been shopping and spent money with our vendors. These people will be chosen at random and only those who have shopped will be eligible. We like to reward our buyers, and encourage others to shop!

We are looking for merchandise & gift certificates. Please attach a business card/post card or some type of information to your giveaway so that the recipient knows who you are.

Please email us at info@handmadefaire.com & let us know how you would like to be involved.

The deadline to advertise in our brochure is July 1.

ABOUT BY HAND TRADITIONALLY

By Hand Traditionally is a 501.3.C (pending) Non Profit organization. We are committed to continuing and sharing the traditions, methods, and processes behind handmade works of art. Passing along traditions of our ancestors in all methods of creation - from basket making, soap making, knitting - we embrace all forms of traditional arts. Our purpose is to teach, create and keep these ancestral practices and handmade histories alive. We do this through public events, teaching our trade and craft to aspiring artists, and raising awareness of the positive impact of the handmade lifestyle.

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