



SPONSOR PACKAGES

Since its inception in 2014, The Craft Revival has been promoting and supporting local artisans. This unrivaled artisan takeover event is the largest of its kind in Northwestern Ontario.

**CRAFT REVIVAL IS A REGISTERED
NON-PROFIT + OPERATES WITH A
BOARD OF DIRECTORS -**

MAELYN HURLEY

HEATHER CRANSTON-LESNIEWSKI

MONIQUE GOUTHRO

Secretary

LINDSEY HALOW

Treasurer

MICHELLE ADDISON

What started as an annual holiday shopping opportunity to support local local artisans quickly grew into a biannual, much anticipated affair. This event allows shoppers to enjoy performances, snacks and beverages while becoming familiarized with various artisans and their handmade wares.

Historically, each event has drawn over 4000 (we estimate 5,000+ at the 2021 Holiday Craft Revival) people to the North core of Thunder Bay. Each event, the heart of the city comes to life with shoppers, performers and artisans; the energy was palpable.

Although COVID-19 brought about many significant challenges, cancelling the Craft Revival was simply not an option. In late 2020, the decision was made to move the event online. With this change, the event evolved into a multi-day shopping event that drew a virtual crowd of over 200k "visitors" from around the world.



OUR PURPOSE

To bring together community and creativity, whether in person or online. To unite artists, performers, and the community through a shared interest in local arts. To support and celebrate the revival of craft in our community and to promote artisans and makers through increased exposure.

OUR VALUES

The Craft Revival is dedicated to the craft-curious, enthusiasts, artisans, and all individuals who value art. The Craft Revival team values the local community and the Waterfront District, who understood the vision and who have valued this event from the beginning. Craft and culture go hand in hand. The Craft Revival seeks to both celebrate culture and protect it.



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PRIMARY EVENT SPONSOR - \$5000

- Exclusive Title Sponsorship: Your company prominently featured as the primary sponsor of the Craft Revival event in Thunder Bay – logo on all directional signage and hot spot signage.
- Extensive Visibility:
 - Logo and premium mention on the event website
 - Featured in 4 story posts, 2 social media posts, a dedicated thank-you post
 - Inclusion in the email newsletter with a special spotlight on your support.

LOCATION PARTNER - \$2,500

- Signature Presence: Your company's logo and mention prominently displayed on the event website, social media channels, and in a dedicated story post.
- Strategic Placement: Featured in the email newsletter with a spotlight on your support.
- Event Recognition: Acknowledgment during location-specific announcements and activities.
- Visible Signage: Your company's logo prominently displayed on signage at a larger location (first come first serve for location sponsorship selection).

PERFORMANCE SPONSOR - \$1,500

- Artistic Alliance: Logo and mention on the event website, as a prominent part of a banner in the email newsletter, and in a special post alongside performers, emphasizing your support.
- Social Media Shoutout: Inclusion in event-related social media posts.
- Performance Impact:
 - 'Sponsored by' story with a highlighted feature
 - Visible sign at the performance venue Cost - \$500

GENERAL SUPPORTER - \$500

- Brand Exposure: Coverage on the event's social media platforms and inclusion as part of a banner in the email newsletter.
- Community Engagement: Recognition as a supporter of the Craft Revival, demonstrating commitment to the local arts scene in Thunder Bay.

*every effort will be made to ensure sponsorship logos are added to pieces/ads/print material as they are produced. Sponsorships are not retroactive, and therefore, items will not be reproduced in order to add logos.



THANK YOU, THE CRAFT REVIVAL TEAM