

YOUR PRESENCE AT CRAFT + DESIGN

LOGO ON PRINTED COLLATERAL

Printed collateral includes but is not limited to:

Program

Inserted into the November/December issue of R•Home Magazine and distributed at the door of the event

Mailer

Distributed to 3,000 members and friends of VisArts

Poster

Placed in more than 150 locations in Richmond and Charlottesville

Signage

Placed at the front entrances of both the Visual Arts Center of Richmond and the Science Museum of Virginia

LOGO IN PRINT ADVERTISEMENTS

Craft + Design advertisements appear in many local publications, including:

- Richmond Magazine
- Richmond Times-Dispatch
- Style Weekly
- Virginia Living
- Boomer Magazine



LOGO ON WEBSITE

VisArts’ new website launches in July 2016. Logos, which link directly to sponsor websites, will appear on the C+D mini-site.

LOGO IN E-NEWSLETTER

During the week leading up to Craft + Design, your company’s logo will appear in VisArts’ e-newsletter, which is distributed to 10,000 friends of the organization.

BROCHURE IN C+D SHOPPING BAGS

VisArts distributes screenprinted shopping bags to exhibitors who in turn give the bags to shoppers who make a purchase. VisArts will pre-stuff the bags with your company’s brochure or flyer.

100-WORD BUSINESS SPOTLIGHT IN E-NEWSLETTER

In conjunction with VisArts’ coverage of Craft + Design, we’ll include a 100-word spotlight on your company in our e-newsletter.

SOCIAL POSTS

In the days leading up to and during Craft + Design, VisArts will post content, related to your company’s sponsorship of the event, on the following social platforms:

- Facebook (9,700+ followers)
- Instagram (2,600+ followers)
- Twitter (7,400+ followers)

COMPLIMENTARY TICKETS

CRAFT + DESIGN

Craft + Design is a ticketed event. General admission tickets cost \$10, but VisArts members receive one or two free tickets, depending on their membership level. All sponsors receive complimentary tickets to Craft + Design.

PATRONS’ PREVIEW PARTY

Patrons’ Preview is a ticketed event that garners between 500 and 600 attendees annually. Tickets are \$80 for VisArts members and \$100 for the general public; all VisArts patrons receive two complimentary tickets. To qualify for membership in one of VisArts’ patron societies, members must give \$500 or more to the annual fund each year. Patrons’ Preview ticket holders enjoy wine and beer, heavy hors d’oeuvres, early shopping and one of the most talked about parties of the year.

RISE + SHINE

Rise + Shine takes place the Saturday morning of Craft + Design. Tickets cost \$25 for VisArts members and \$30 for the general public. Attendees enjoy a breakfast spread—complete with mimosas—and early shopping.

ARTISTS’ DINNER

All Craft + Design artists are invited to enjoy dinner at the Visual Arts Center of Richmond on the Saturday evening of the show. There’s no better time for sponsors to get to know the incredible talent that makes Craft + Design one of the premiere craft shows in the country.

Questions about sponsoring Craft + Design? Contact VisArts’ director of development, Liz Bryant, at (804) 353-4457 or lizbryant@visarts.org.



CRAFT + DESIGN Sponsorship Program

ABOUT CRAFT + DESIGN

Now in its 52nd year, Craft + Design is an intimate, museum-quality show that has garnered national accolades and a reputation for showcasing the finest in contemporary crafts. Last year more than 2,400 people visited the booths of almost 60 exhibitors. Awards are presented in ceramics, precious metals, glass, wood or recycled materials, contemporary design, innovative use of traditional craft materials and fiber. Last year’s Elisabeth Scott Bocock Best in Show Award went to chairmaker Joe Graham.

ABOUT THE VISUAL ARTS CENTER OF RICHMOND

Craft + Design is the signature event of the Visual Arts Center of Richmond, a community arts center in the heart of the city’s historic Fan District. For more than five decades, VisArts has helped adults and children explore their creativity and make great art. Each year, VisArts offers more than 600 visual and creative arts classes and touches the lives of more than 32,000 people through its classes, community outreach programs, camps, workshops and special events.

2016 CRAFT + DESIGN SCHEDULE

With the exception of the Artists’ Dinner, all events take place at the Science Museum of Virginia. The Artists’ Dinner takes place at the Visual Arts Center of Richmond.

FRIDAY, NOVEMBER 18

3:30-5:30 p.m. Award judging
6-9 p.m. Patrons’ Preview Party

SATURDAY, NOVEMBER 19

9:30-11 a.m. Rise + Shine
11 a.m.-5 p.m. Open to the public
7 p.m. Artists’ Dinner

SUNDAY, NOVEMBER 20

11 a.m.-5 p.m. Open to the public



CRAFT + DESIGN Sponsorships

Craft + Design Title Sponsor (\$20,000)

- Sponsor name incorporated into event name (Craft + Design Presented by XYZ Company)
- Event name is never mentioned in an official capacity without sponsor name
- Sponsor can opt to write a short letter of welcome in the event program
- Sponsor's logo is screenprinted on shopping bags, which are distributed at points of sale
- Sponsor's name and logo appears on ticket booths at entrance
- Free Craft + Design tickets, which will be printed in the November issue of Richmond magazine, will indicate that they are provided courtesy of title sponsor
- Sponsor receives first right of refusal to title sponsorship for the following year

Patrons' Preview Party Sponsor (\$10,000)

- Sponsor name incorporated into event name (Patrons' Preview Party Presented by XYZ Company)
- Event name is never mentioned in an official capacity without sponsor name
- Representative serves as host at Patrons' Preview Party
- Sponsor receives first right of refusal to sponsorship for the following year

Rise + Shine Sponsor (\$10,000)

- Sponsor name incorporated into event name (Rise + Shine Presented by XYZ Company)
- Event name is never mentioned in an official capacity without sponsor name
- Representative serves as host at Rise + Shine
- Sponsor receives first right of refusal to sponsorship for the following year

Artists' Dinner Sponsor (\$10,000)

- Sponsor name incorporated into event name (Artists' Dinner Presented by XYZ Company)
- Event name is never mentioned in an official capacity without sponsor name
- Representative serves as host at Artists' Dinner
- Sponsor receives first right of refusal to sponsorship for the following year

Raffle Sponsor (\$7,500)

- Sponsor name incorporated into raffle name (Craft + Design Raffle Presented by XYZ Company)
- Raffle is never mentioned in an official capacity without sponsor name
- Sponsor name appears on raffle tickets
- Sponsor name placed on signage at raffle booth
- Representative selects raffle winners
- Sponsor receives first right of refusal to sponsorship for the following year

Artist Demonstration Sponsor (\$5,000)

- Sponsor's name placed on signage at an artist demonstration during Craft + Design
- Artist demonstration is never mentioned in an official capacity without sponsor's name (Tommy Van Auken's figure painting demonstration presented by XYZ Company)
- Representative serves as host during demonstration
- Sponsor receives first right of refusal to sponsorship for the following year

Award Sponsor (\$2,500)

- Sponsor name incorporated into award name (Ex. Precious Metals Award Presented by XYZ Company)
- Award name is never mentioned in an official capacity without sponsor name
- Sponsor name appears on award
- Representative presents the award
- Sponsor receives first right of refusal to sponsorship for the following year

AWARDS

Artist Sponsor (\$1,000)

- Sponsor name placed on signage in the artist's booth of the sponsor's choice
- Artist's name is never mentioned in an official capacity without sponsor's name (Ex. Chairmaker Joe Graham, sponsored by Mr. and Ms. John Smith)
- Sponsors select artist based on the order in which VisArts receives sponsorship commitments
- Sponsor receives 20 percent off first purchase at artists' booth
- Sponsor receives first right of refusal to sponsorship for the following year, provided the exhibitor participates in C+D

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