



The Nashville Craft Mafia is proud to present our first annual event, The Revolution of Craft. We are a network of crafters, artisans, and designers working together to promote and support each other in what we like to call "the revolution of craft". The Nashville Craft Mafia is nationally accredited as a member of the Craft Mafia, a movement sweeping the nation. The Craft Mafia is a nationwide group with chapters in most all major cities. Our goal is provide a venue whereby these designers and artists can showcase their work, as community directed event, serving as an opportunity for participants to connect and build relationships with other members of the community.

The Revolution of Craft will be held March 3, 2007 at The Cannery Ballroom in the historic Cannery Row off 8<sup>th</sup> Avenue South. It will run from noon until 5pm and will surely be an event to remember.

[nashvillecraftmafia.com/revolution](http://nashvillecraftmafia.com/revolution)  
[sponsorship@nashvillecraftmafia.com](mailto:sponsorship@nashvillecraftmafia.com) • PO Box 210938 • Nashville, TN 37221 • 615.479.8390

## The Event:

The Revolution of Craft

The Revolution of Craft 2006, the first of *many* annual events, is an alternative/urban craft fair featuring 50 local artists, independent designers, and crafty individuals in a market type setting. The market will feature handmade products including jewelry, clothing, silk screened t-shirts, accessories, fine art, gifts etc. This event is not only a shopping extravaganza, but also a promotional & networking tool for vendors, customers, shop owners and wholesalers alike.

## Target Audience:

Average Age: 21-35

Female/Male Ratio: 60/40

Interests: DIY, underground culture, cutting edge, trend setting, hip.

## Music and Entertainment:

Provided by DJ. Reaver, a leader in the underground, urban, industrial movement in Nashville.

# SPONSORSHIP PACKAGES

We have contacted your company because we feel that your involvement with The Nashville Craft Mafia and The Revolution of Craft will be mutually beneficial. We hope you are as excited to align yourself with The Revolution of Craft as we are to work with you.

We have 3 levels of sponsorship

## **Level 1**

Company Logo on all print media: posters, flyers, etc.

Company Logo on all paid advertisements (printed after sponsorship purchase)

All television and radio interviews will mention sponsor name\*

1/2 page add in event program (projected distribution 500)

Opportunity to stuff promo materials in goodie bags (100)

Company Banner or sign (provided by you) hanging in high traffic area the night of the show.

Logo on all press release kits

Logo on The Revolution of Craft website, with link, as well as Myspace and The Nashville Craft Mafia site

Package price: \$150

\*We will mention sponsors name but can not control what gets edited.

## **Level 2**

Company Logo on all print media: posters, flyers, etc.

Company Logo on all paid advertisements (printed after sponsorship purchase)

Logo on event program (projected distribution 500)

Opportunity to stuff promo materials in goodie bags (100)

Company Banner or sign (provided by you) hanging in high traffic area the night of the show.

Logo on all press release kits

Logo on The Revolution of Craft website, with link, as well as Myspace and The Nashville Craft Mafia site

Package price: \$100

## **Level 3**

Company NAME on all print media: posters, flyers, etc.

Company NAME on all paid advertisements (printed after sponsorship purchase)

Opportunity to stuff promo materials in goodie bags (100)

NAME on The Revolution of Craft website, with link, as well as Myspace and The Nashville Craft Mafia site

Package price: \$50

If you wish to sponsor our event please contact us at [sponsorship@nashvillecraftmafia.com](mailto:sponsorship@nashvillecraftmafia.com). If you have any questions please call Amy Culbertson 615.479.8390.