

# The Visual Arts Center of Richmond's 58th Annual **CRAFT + DESIGN** Main Street Station — October 14-16, 2022 **SPONSORSHIP PROGRAM**

## ABOUT CRAFT + DESIGN

Now in its 58th year, Craft + Design is a contemporary craft show that has garnered national accolades and a reputation for showcasing the finest museum-quality crafts. In 2019, we welcomed over 10,000+ attendees and over 150 renowned artists from around the nation. Awards are presented in ceramics, contemporary design, fiber, glass, innovative use of traditional craft materials, precious metals, and wood and recycled materials. We also honor artists with the New Artist Award and the Best Booth Design Award. In 2019, the Elisabeth Scott Bocock Best in Show Award went to mixed media artist Nicario Jimenez.

There will be COVID-19 safety policies in place for exhibitors, attendees, volunteers and VisArts staff for the duration of the show. We will provide updates to everyone as the event date approaches and as CDC, state and local guidelines/regulations fluctuate.

## 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 1,000 visual and creative arts classes and touches the lives of more than 45,000 people through its classes, community outreach programs, camps, workshops and special events.



## 2022 CRAFT + DESIGN SCHEDULE

With the exception of the Artists' Dinner, all events take place at Main Street Station's train shed. The Artists' Dinner takes place at the Visual Arts Center of Richmond.

### FRIDAY, OCTOBER 14, 2022

**3:30–5:30 p.m.**

Award judging

**6–9 p.m.**

Patrons' Preview Party

### SATURDAY, OCTOBER 15, 2022

**9:30–11 a.m.**

Rise + Shine

**11 a.m.–5 p.m.**

General Admission

**6 p.m.**

Artists' Dinner

### SUNDAY, OCTOBER 16, 2022

**11 a.m.–5 p.m.**

General Admission

## YOUR PRESENCE AT CRAFT + DESIGN

### LOGO ON PRINTED COLLATERAL

Printed collateral includes but is not limited to:

#### Program

Distributed to thousands of event attendees at the event entrance

#### Mailer

Distributed to 3,000 members and friends of VisArts

#### Poster

Placed on community boards all over RVA

#### Signage

Placed at the front entrances of both the Visual Arts Center of Richmond and Main Street Station

#### Cards

Associated with Craft + Design Online collateral

### LOGO IN PRINT ADVERTISEMENTS

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

- *Richmond magazine*
- *Virginia Living*
- *R+Home*
- *Style Weekly*
- *Richmond Times-Dispatch*



### QUESTIONS?

Questions about sponsoring Craft + Design?  
Contact Lizzie Oliver at (804) 353-0094, ext. 227 or [lizzieloliver@visarts.org](mailto:lizzieloliver@visarts.org).

### LOGO ON CRAFT + DESIGN WEBPAGES AT VISARTS.ORG

Your logo will appear on the Craft + Design pages at [visarts.org](http://visarts.org). That section of the website received more than 40,000 views between October 1 and November 30 in 2019.

### LOGO IN E-NEWSLETTER

During the week leading up to Craft + Design, your company's logo will appear in VisArts' marketing emails, which are distributed to more than 16,000 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.

### 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 (13,000+ followers)
- Instagram (15,000+ followers)
- Twitter (8,000+ 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 upwards of 1,000 attendees annually. Tickets are \$60 for VisArts members and \$65 for the general public. Enjoy wine and beer, 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 \$35 for VisArts members and \$40 for the general public. Attendees enjoy a breakfast spread—complete with mimosas—and another early shopping opportunity.

### 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.

# CRAFT + DESIGN SPONSOR BENEFITS

	TITLE SPONSOR \$25,000 One Opportunity	PATRONS' PREVIEW PARTY \$15,000 One Opportunity	EDUCATION WING \$10,000 One Opportunity	STAGE \$7,500 One Opportunity	VIP LOUNGE + GALLERY OR RISE + SHINE OR VALET PARKING OR ORANGE CARPET OR WEEKEND ARTIST DEMONSTRATION STATION \$5,000 Five Opportunities	AWARD \$2,500 13 Opportunities	ARTIST + CORPORATE PARTNERSHIP \$1,000 120 Opportunities
WEEKEND PASSES TO CRAFT + DESIGN Includes access to: <ul style="list-style-type: none"><li>• General Admission Shopping Hours (Saturday-Sunday)</li><li>• Patrons' Preview Party (Friday)</li><li>• Rise + Shine Brunch (Saturday morning)</li><li>• Valet parking all weekend</li><li>• Access to our Corporate Partners Happy Hour, which takes place directly before the Patrons' Preview Party (not open to the general public)</li><li>• Artist Dinner (Saturday night)</li></ul>	30	20	18	16	14	12	10
Logo on complimentary tickets and beer/wine tasting tickets	●	●	●	●	●		
Logo on printed advertisements	●	●	●	●	●		
Brochure in C+D shopping bags	●	●	●	●	●	●	
Social posts about your organization's involvement at the event	●	●	●	●	●	●	
Special recognition on signage at the event	●	●	●	●	●	●	●
Opportunity to endorse the artist of your choice <ul style="list-style-type: none"><li>• Signage will be placed in the artist's booth</li><li>• Most artists offer sponsors a 10% discount on the purchase of one item</li></ul>	●	●	●	●	●	●	●
Logo or listing on website	Logo	Logo	Logo	Logo	Logo	Logo	Listing
Logo or listing in e-newsletter	Logo	Logo	Logo	Logo	Logo	Logo	Listing
Logo or listing on printed collateral	Logo	Logo	Logo	Logo	Logo	Logo	Listing
25% off promo code to share with your employees or friends	●	●	●	●	●	●	●

