



36TH INTERNATIONAL LETTERING ARTS CONFERENCE

PEARL GOLD PRESENTING SPONSOR



EVENT SPONSORSHIP

HOW CAN WE WORK TOGETHER?

Please review the following sponsorship outlines. Your sponsorship at LetterWorks will penetrate an established, as well as a growing young audience of calligraphers and letterers, worldwide.

We are happy to discuss which details will best suit your objectives.

EVENT SPONSORSHIP OPPORTUNITIES AND PRICING

PLATINUM LEVEL

\$10,000 (1 AVAILABLE)

Sponsor Benefits:

1. Week-long information table in the Student Center
2. A corporate slide in the pre-program slide show each evening (sponsor to provide digital slide)
3. Logo or advertisement on Student Center digital monitors
4. Blog posts to all conference participants and faculty before conference
5. Product sample or advertisement in attendee SWAG bags
6. Link to your business website on conference website
7. Extensive social media exposure
8. Recognition on all marketing materials, including promotional brochure and conference program
9. Verbal thank you during opening and closing program
10. Corporate name and logo in the LetterWorks national Ad in **Where Women Create** and **Where Women Create Business** magazines April/May Issues 2017
11. Profile feature of your company / business in a recap of the LetterWorks event in **Where Women Create** November Issue 2017 and in electronic recap to calligraphy guilds around the world
12. Promotion on the **Where Women Create** and **Where Women Create Business** social media pages including website, Quote of the Week, Facebook, Instagram, Twitter
13. Double-page ad in **Where Women Create** and **Where Women Create Business** magazines
14. Distribution of LetterWorks Event and Sponsor information on over-sized post cards during a variety of shows through 2016-2017 including The Country Living Fairs, Craft and Hobby Association, Dallas and Atlanta Gift and Decorative Accessory Tradeshows, Junk Bonanza, BASH, ALT Design conference, et al.
15. Four complimentary passes to all LetterWorks events

Sponsorship Responsibilities:

1. \$10,000 sponsorship of cash
2. Promotion of LetterWorks on sponsor website, blog post, Facebook page, Instagram, and Twitter
3. Items for 450 attendee SWAG Bags

EVENT SPONSORSHIP OPPORTUNITIES AND PRICING

continued

ILLUMINATED LEVEL

\$5,000 (2 AVAILABLE)

Sponsor Benefits

1. A corporate slide in the pre-program slide show each evening (sponsor to provide digital slide)
2. Week-long vendor show table
3. Logo or advertisement on Student Center digital monitors
4. (1) blog post to all conference participants and faculty before conference
5. Product sample or advertisement in attendee SWAG bags
6. Link to your business website on conference website
7. Social media exposure
8. Recognition on all marketing materials, including promotional brochure and conference program
9. Verbal thank you during opening and closing program
10. Corporate name and logo in the LetterWorks national Ad in **Where Women Create** and **Where Women Create Business** magazines April/May Issues 2017
11. Profile feature of your company / business in a recap of the LetterWorks event in **Where Women Create** November Issue 2017 and in electronic recap to all participants and calligraphy guilds around the world
12. Promotion on the **Where Women Create** and **Where Women Create Business** social media pages including website, Quote of the Week, Facebook, Instagram, Twitter
13. Single page ad in **Where Women Create** and **Where Women Create Business** magazines
14. Distribution of LetterWorks Event and Sponsor information on over-sized post cards during a variety of shows through 2016-2017 including The Country Living Fairs, Craft and Hobby Association, Dallas and Atlanta Gift and Decorative Accessory Tradeshows, Junk Bonanza, BASH, ALT Design conference, et al.
15. Two complimentary week-long passes to LetterWorks events

Sponsorship Responsibilities:

1. \$5,000 sponsorship of cash
2. Promotion of LetterWorks on sponsor website, blog post, Facebook page, Instagram, and Twitter
3. Items for 450 attendee SWAG Bags

GILDED LEVEL

\$1,500

Sponsor Benefits

1. (1) blog post to all conference participants and faculty before conference
2. Product sample or advertisement in attendee SWAG bags
3. Link to your business website on conference website
4. Social media exposure
5. Recognition on all marketing materials, including promotional brochure and conference program
6. One-day vendor table
7. Verbal thank you during opening and closing program
8. Half page ad in **Where Women Create** and **Where Women Create Business** magazines

Sponsorship Responsibilities:

1. \$1,500 sponsorship of cash
2. Promotion of LetterWorks on sponsor website, blog post, Facebook page, Instagram, and Twitter
3. Items for 450 attendee SWAG Bags

FLOURISHED LEVEL

\$750

Sponsor Benefits

1. Product sample or advertisement in attendee SWAG bags
2. Link to your business website on conference website
3. Social media exposure
4. Recognition on all marketing materials, including promotional brochure and conference program
5. Premium Vendor Show Package including shared vendor table in prominent position for one-day trade show

Sponsorship Responsibilities:

1. \$750 sponsorship of cash
2. Promotion of LetterWorks on sponsor website, blog post, Facebook page, Instagram, and Twitter

EVENT SPONSORSHIP OPPORTUNITIES AND PRICING
continued

COPPERPLATE LEVEL \$500

Sponsor Benefits

1. Product sample or advertisement in attendee SWAG bags
2. Link to your business website on conference website
3. Recognition on all marketing materials, including promotional brochure and conference program
4. One-day vendor table
5. Thank you in program/schedule/directory

Sponsorship Responsibilities:

1. \$500 sponsorship of cash
2. Promotion of LetterWorks on sponsor website, blog post, Facebook page, Instagram, and Twitter

RED LETTER LEVEL \$100

Sponsor Benefits

1. Thank you in conference program
2. One-day Vendor Table
3. Mention in program

Sponsorship Responsibilities:

1. \$100 sponsorship of cash

IN-KIND DONATIONS

In-kind donations are welcome. A full list of suggestions and needs will be posted on www.letterworks.org/support