



2016 American Craft Walk Wilmington™

Dear Potential Sponsor,

This inaugural year, downtown Wilmington will host the American Craft Walk Wilmington™ (formerly the Art Walk) on Saturday, October 15th. This event will be the culmination of the ten-day celebration of American Craft Week Wilmington. American Craft Week is a nationally established effort to build awareness of the Arts, Craft and Culture in America founded by CRAFT.org, a non-profit. The former Art Walk grew tremendously over 12 years promoting the arts with the event and American Craft Walk Wilmington™ will not change the focus, or the success of the art walk, but simply connect it to a larger effort.

Wilmington's robust culture for the arts in many forms throughout the greater Wilmington area is perfect to be highlighted under the national effort and brand of American Craft Week. You can read more about it at <http://americancraftweek.com>.

American Craft Walk Wilmington™ will feature juried artists along Front Street and along Princess, Dock and Chestnut streets encouraging people to stroll through the retail and restaurant corridors. Our goal is to create an interesting array of craft for sale along with craft demonstrations. The artistic side will not be limited to the traditional 3-D art, but will also highlight and include, craft in dance, film, song and theater. This lends the opportunity to fully attract visitors with interests in any or all crafts.



American Craft Walk Wilmington™ is presented by the Downtown Business Alliance (DBA), and Market Resource One. The Downtown Business Alliance is a non-profit organization

whose mission is to support, promote, and unite the Downtown business community. Market Resource One is the organizer of the event by Joan and Mike Loch, long-time supporters and promoters of downtown.

Sponsorship as you know, helps to offset the cost of producing an event such as this. We are reaching out to the business community to support American Craft Walk Wilmington™ and continue the tradition the Art Walk started twelve years ago.

Sponsorship Opportunities

Platinum Sponsorship Package ----- \$1800.00

- Your company name or logo on all television spots on WECT and FOX26.
- Your company name or logo on all print ads in Encore Magazine.
- Your company name on 5 Cumulus station's radio spots.
- Premium Placement of your company logo AD on the event website, as a sponsor of the event for the entire year.
- Your Business promoted in all social media for the event.
- Banner placement at the event.
- 1 free booth space, 10 x 20 ft., to sell or market your product.
- Your company name or logo on all event posters.
- Your company name in all press releases.

Gold Sponsorship Package ----- \$950.00

- Your company name on 5 Cumulus station's radio spots.
- Premium Placement of your company logo AD on the event website, as a sponsor of the event for the entire year.
- Your Business promoted in all social media for the event.
- Banner placement at the event.
- 1 free booth space, 10 x 20 ft., to sell or market your product.
- Your company name or logo on all event posters.
- Your company name in all press releases.

Silver Sponsorship Package ----- \$400.00

- Your company name or logo with a link to your website on the event website, as a sponsor of the event for an entire year.
- Your Business promoted in all social media for the event.
- Banner placement at the event.
- Your company name or logo on all event posters.
- Your company name in all press releases.

Bronze Sponsorship Package ----- \$250.00

- Your company name or logo with a link to your website on the event website, as a sponsor of the event for an entire year.
- Your Business promoted on social media for the event.
- Banner placement at the event.
- Your company name or logo on all event posters.

Friend of the Arts Sponsorship Package ----- \$100.00

- Your company name with a link to your website on the event website, as a sponsor of the event for an entire year.
- Social Media mentions

Thank you in advance for your consideration,

Joan and Mike Loch

Market Resource One, LLC

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