



YarnCon 2017: April 1-2

Chicago Journeymen Plumbers Union Hall
1340 W Washington Blvd, Chicago IL 60607

SPONSORSHIP INFORMATION

In 2007, Natalia Wilson and Sara Ware were a pair of Chicago knitters and otherwise crafty ladies who found themselves seeking out local producers of yarn. Inspired in part by fantastic local craft shows DIY Trunk Show and Renegade Craft Fair, Natalia and Sara created YarnCon.

Lindy Sinclair was a volunteer at the original YarnCon in fall of 2007, and after a stint together at Yarn School in 2008, all three became fast friends. Lindy was brought on as an official third organizer in 2011.

Today, YarnCon is a premier market for independent producers of yarn, fiber for spinning, tools, gadgets, books, patterns, instruction, and gifts related to spinning, knitting, crochet, and weaving. More than 1400 fiber enthusiasts come to YarnCon ready to shop, learn, and spend time relaxing in a community atmosphere.

YarnCon is managed by the Society for the Lost Arts, a tax-exempt nonprofit organization that we created in 2014. That means a percentage of your sponsorship is tax-deductible!

SPONSORSHIP LEVELS & BENEFITS

Bulky - \$1500 (\$900 is tax-deductible)

- Full-page color ad in event program
- Sponsor logo in email blasts sent out before the show
- Premiere listing on front page of YarnCon website throughout the year, along with link to your website
- Company logo on sponsorship signage at event
- Separate informational table at event entrance to talk to attendees in person, distribute materials, and promote your business
- Opportunity to include promotional materials and/or swag in tote bags given to first 50 shoppers each day
- Your logo printed on tote bag and other promotional materials
- Opportunity to donate for door prize/raffle drawings, with appropriate recognition

Worsted - \$850 (\$400 is tax-deductible)

- Half-page color ad in event program
- Sponsor logo in email blasts sent out before the show
- Premiere listing on front page of YarnCon website throughout the year, along with link to your website
- Your logo on sponsorship signage at event
- Separate informational table at event entrance to talk to attendees in person, distribute materials, and promote your business
- Opportunity to include promotional materials and/or swag in tote bags given to first 50 shoppers each day
- Opportunity to donate for door prize/raffle drawings, with appropriate recognition

DK - \$500 (\$285 is tax-deductible)

- Half-page black & white ad in event program
- Sponsor mention in email blasts sent out before the show
- Listing in sponsor area of YarnCon website, along with link to your website
- Your logo on sponsorship signage at event
- Opportunity to send promotional materials to be added to information table at the event.
- Opportunity to include promotional materials in tote bags given to first 50 shoppers each day
- Opportunity to donate for door prize/raffle drawings, with appropriate recognition

Sport - \$200 (\$140 is tax-deductible)

- Quarter-page black & white ad in event program
- Sponsor mention in email blasts sent out before the show
- Listing in sponsor area of YarnCon website, along with link to your website
- Sponsor name on sponsorship signage at event
- Opportunity to send promotional materials to be added to information table at the event.
- Opportunity to donate for door prize/raffle drawings, with appropriate recognition

Other sponsorship opportunities:

- Sponsor a teacher: hotel & travel expenses for a nationally known instructor
- Knitting Lounge: sponsor a table (or the whole lounge!) for guests to relax and recharge
- In-kind donations: donate items for use in classes or elsewhere during YarnCon
- We're open to your creative ideas! Contact us to discuss.

For more information, contact one of us at the addresses below with your interest, ideas, or questions.

We'll need the following info:

- Company or Organization Name
- Desired Sponsorship Level
- Primary contact name, email and phone number
- Website address
- Logo image (.png file no more than 290px wide)

Thank you for considering supporting YarnCon, Chicago's only independent, fiber-focused, community-centric fiber festival!!

Team YarnCon

Sara Ware, sara@yarncon.com

Natalia Uribe Wilson, natalia@yarncon.com

Lindy Sinclair, lindy@yarncon.com