

# CraftWestport

PRESENTED BY THE WESTPORT YOUNG WOMAN'S LEAGUE

## November 9 & 10, 2019

STAPLES HIGH SCHOOL \* 70 NORTH AVENUE \* WESTPORT, CT 06880

### SPONSORSHIP REQUEST

We would like to invite you to sponsor the Westport Young Woman's League 44<sup>th</sup> annual fine arts and craft show, CraftWestport. This annual community event takes place on Saturday & Sunday, November 9 & 10, 2019 at Staples High School in Westport. We will be hosting over 175 of America's finest artists, including a local vendors' marketplace. Our event promises to be a fun and inviting environment for the whole family, with a dedicated Kids Fun Zone area that offers activities and fun crafts for kids.

This year, WYWL CraftWestport proceeds will be distributed to charities in lower Fairfield County Connecticut that have an emphasis on education and/or are Westport-based organizations that help those in need. By helping these groups of people and these agencies, we help ourselves, as these are our neighbors, our future, and our community. CraftWestport contributed significantly to WYWL's ability to donate \$80,000 in grants in 2019. Our recipients included Westport EMS (our 2019 Supergrant recipient of \$20K) and Positive Directions (our 2019 \$10K Supergrant recipient), ABC House, Mercy Learning, Caroline House, Clasp Homes, Homes with Hope, and many more. For a list of all agencies that received a grant, please go to [wywl.com](http://wywl.com).

With your financial support, we are able to host these successful fundraising events, which not only benefit groups the who desperately need our help, but the events themselves bring the community together each year. Your business and donation will be acknowledged throughout the local community in many different ways. When funding grant requests, we contact every applicant and often make site visits. We are proud of our strong agency relationships, some even dating back to our founding in 1956. But it is through your financial support of these events that we are can provide these agencies funding, be it for large or small amounts. Sometimes that little bit more makes all the difference to an agency, a child, or a family.

We are offering local and corporate companies the opportunity to promote their businesses on our website, at the show on signage, and by placing their logo on large banners at the event. Please note that we are a 501(c)(3) organization, and all sponsorship and donation amounts are tax-deductible to you or your business.

Looking forward to working with you in bettering our community.

Sincerest regards,

**Jayde Levesque**

2019/2020 WYWL Sponsor Chair

774.644.9596 | [sponsors@wywl.com](mailto:sponsors@wywl.com)

Our mission at the Westport Young Woman's League is to ***promote community through volunteerism, social activities, and fundraising***. With your help we can further our mission. Come be part of our team.  
Make a great advertising investment and support our community.

November 9 & 10, 2019

Staples High School \* 70 North Avenue \* Westport, CT 06880

## Sponsorship Levels

### **PLATINUM** - \$5,000 +

- Logo (large size) recognition on multiple banners at show
- Prime table space at event for marketing materials/give-aways
- Logo placement on wywl.com homepage, CraftWestport (CW) site, & social media
- NEW! CraftWestport Virtual Coupon Bag (VEB) ad placement (optional)
- Logo included on postcard advertising VEB
- Signage at CraftWestport
- 15 weekend passes

### **GOLD** - \$1,000 (*\$900 if you agree to sponsor the 2019 Minute Man Race as well*)

- Logo (medium size) on multiple banners at show
- Your own table space at event for marketing materials/give-aways
- Logo placement on wywl.com CW site & social media
- NEW! CraftWestport Virtual Coupon Bag ad placement (optional)
- Logo included on postcard advertising VEB
- Signage at CraftWestport
- 8 weekend passes

### **KIDS FUN ZONE** - \$600 (*\$500 if you agree to sponsor the 2019 Minute Man Race as well*)

- Logo (medium size) on multiple banners at show
- Your own table in the gym dedicated for kids at event for marketing materials/give-aways
- Logo placement on wywl.com CW site & social media
- NEW! CraftWestport Virtual Coupon Bag ad placement (optional)
- Logo included on postcard advertising VEB
- Signage at CraftWestport
- 6 weekend passes

### **SILVER** - \$500 (*\$450 if you agree to sponsor the 2019 Minute Man Race as well*)

- Recognition on banner
- Placement of marketing materials on table dedicated to all sponsors
- Logo placement on wywl.com CW site
- NEW! CraftWestport Virtual Coupon Bag ad placement (optional)
- Logo included on postcard advertising VEB
- Signage at CraftWestport
- 6 weekend passes

### **BRONZE** - \$250 (*\$225 if you agree to sponsor the 2019 Minute Man Race as well*)

- Signage at CraftWestport
- NEW! CraftWestport Virtual Coupon Bag ad placement (optional)
- Logo placement on wywl.com CW site
- 4 weekend passes

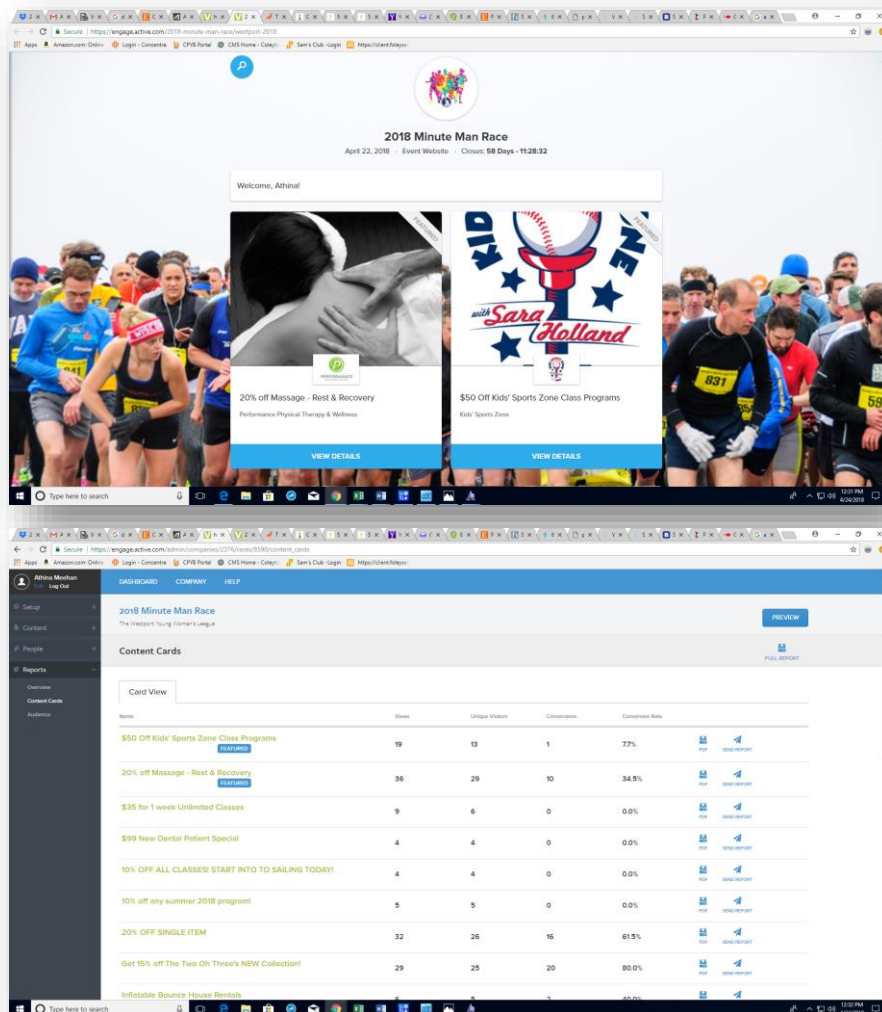
## Promote Your Business as a Sponsor

**VIRTUAL COUPON BAG (VEB):** As a sponsor of CraftWestport at any price level, you have the option to submit a placement ad to be included in our virtual coupon bag that will be offered to all patrons of the fair and available to WYWL members (100+ members).

This is an added benefit to help promote your business even after the weekend is over. The bag is open to visitors for 60 days after our event. At the end of the period, reports are sent directly to you, our sponsors, with information pertaining to number of visitors to your ad and actions taken (ie. conversions).

This opportunity is for all of our sponsors, for \$250, or in-kind equivalent. Sponsors at the Silver level or higher will have their logos appear on the postcards advertising our virtual bag to our patrons.

Below is a sample representing the email that went out to all WYWL Minute Man Race participants and the statistical report that we see.



## 2019 Sponsorship Contract

### Select Sponsor Level:

Platinum  Gold  Kids Zone  Silver  Bronze  In-Kind (as agreed only)

**Special Discount:**  I'd like to sponsor both CraftWestport and Minute Man Race  
(see sponsor levels page for information)

COMPANY NAME	
CONTACT NAME	
ADDRESS	
PHONE	
EMAIL	
URL	
SIGNATURE	
DATE	

### • Important Dates:

- *To guarantee your company name is on our marketing materials, **we must receive your payment by the due date below.** The sooner we receive your logo, the sooner we can put it on our website and social media.*

- **Payment, logo & links due: Friday, September 13, 2019**

### • Artwork:

- Logos should be in the .jpg format and emailed to [sponsors@wywl.com](mailto:sponsors@wywl.com)  
Note, if files are not in .jpg format, we can convert it at an additional cost of \$25 for you.

### • Payment/Contract:

- Please make checks payable to the Westport Young Woman's League (WYWL).
- Mail this contract (make a copy for yourself) and payment to our address

Westport Young Woman's League  
Sponsor Chair

P.O. Box 333 | Westport, CT 06881