

**November 5 & 6, 2022**

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

## Sponsorship Request

We would like to invite you to sponsor CraftWestport, the Westport Young Woman's Leagues' annual fine arts and craft show. We are back after a 2-year hiatus due to Covid restrictions in our community. This annual community event takes place on Saturday & Sunday, November 5 & 6, 2022 at Staples High School in Westport. We will be hosting over 175 of America's finest artists. Our event promises to be a fun and inviting environment for all.

This year, 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 organizations, we help ourselves, as these are our neighbors and our future; our community. CraftWestport contributed significantly to WYWL's ability to donate \$90,000 in grants in 2020. Our past recipients include: Westport EMS, Joseph J. Clinton Veterans of Foreign of Wars (VFW) Post 399 Westport, The Bridgeport Rescue Mission, Earthplace, Mercy Learning, Caroline House, Clasp Homes, and many more. For a list of all organizations that were awarded a grant, go to [www.wywl.com](http://www.wywl.com).

Sponsoring WYWL events is a great decision for many reasons. With your financial support, we are able to continue our successful fundraising events, which benefit groups who desperately need our help. The events themselves are also a way to 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 have relationships with agencies that span many years; some back to our founding in 1956. We are proud to give funding in large and 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.

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.

Sincerely,  
*Sophia*

Sophia Maragos  
WYWL Sponsor Chair  
[sponsors@wywl.com](mailto:sponsors@wywl.com)  
203-295-5503



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## Sponsorship Levels

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**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
- CraftWestport Virtual Coupon Bag (VEB) ad placement (optional)
- Logo included on postcard advertising VEB
- Signage at CraftWestport
- 15 weekend passes

**GOLD - \$1,000**

- 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
- CraftWestport Virtual Coupon Bag ad placement (optional)
- Logo included on postcard advertising VEB
- Signage at CraftWestport
- 8 weekend passes

**SILVER - \$500**

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

**BRONZE - \$250**

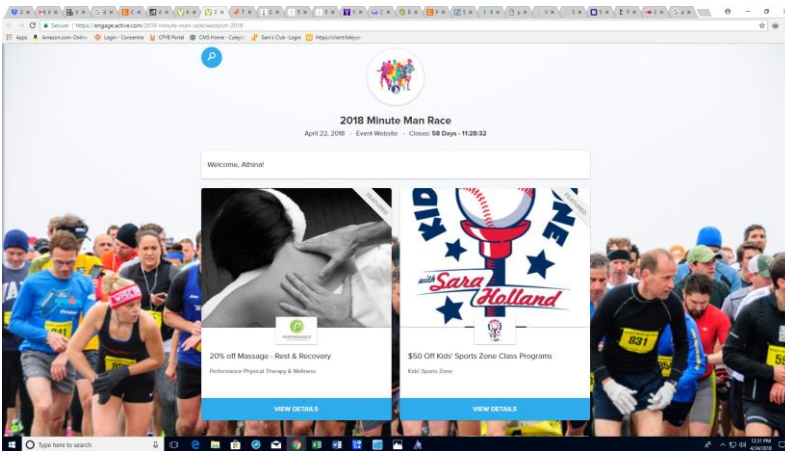
- Signage at CraftWestport
- CraftWestport Virtual Coupon Bag ad placement (optional)
- Logo placement on wywl.com CW site
- 4 weekend passes

## 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.

*Below is a sample representing the email that went out to all WYWL Minute Man Race participants and the statistical report that we get to see. For CraftWestport, we intend to hand out a postcard that will provide access our CraftWestport VEB site.*



Name	Views	Unique Visitors	Clicks	Conversion Rate
\$50 Off Kids' Sports Zone Class Programs	19	19	1	37%
20% Off Massage - Rest & Recovery	36	29	10	34.5%
\$35 for 1 week Unlimited Classes	9	6	0	0.0%
\$99 New Dental Patient Special	4	4	0	0.0%
10% Off ALL CLASSES! START INTO TO SAILING TODAY!	4	4	0	0.0%
10% off any summer 2018 program!	5	5	0	0.0%
20% OFF SINGLE ITEM	12	26	16	61.5%
Get 15% off The Two On Three's NEW Collection!	29	29	20	80.0%

## 2022 Sponsorship Contract

- Sponsor Level  Platinum  
 Gold  
 Silver  
 Bronze

Please print clearly:

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

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 16, 2022**

**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**

Any questions? Call Sophia Maragos, Sponsor Chair, at 203-295-5503