



CRAFT Lake city

DIY FEST • CURATION • HOLIDAY MARKET • WORKSHOPS

1

**Annual DIY
Festival**

2

**Annual Holiday
Market**

3

Education

4

Exhibitions

5

Curation Projects

CRAFT LAKE CITY

WHO WE SERVE



25% of artisans identify as LGBTQIA



34% of artisans are full time business owners

WHO WE ARE <<<<

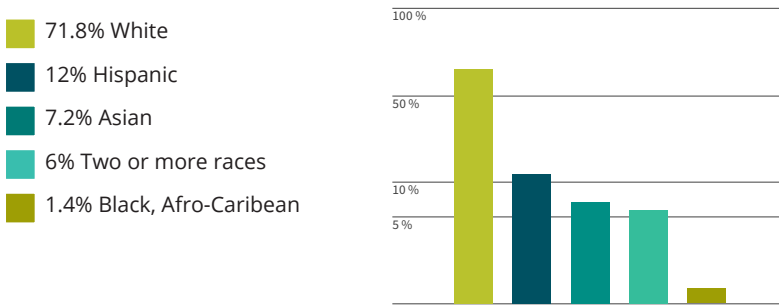
		550		ARTISANS
		14,023		14TH ANNUAL CRAFT LAKE CITY DIY FESTIVAL ATTENDEES
		3,544		FORTH ANNUAL CRAFT LAKE CITY HOLIDAY MARKETS ATTENDEES
		535		ARTISAN AND CRAFT LAKE CITY ACADEMY WORKSHOPS PARTICIPANTS
		54		YOUTH ENTREPRENEURS
		2,359		STEM PROGRAMMING
		600,000		CELEBRATION OF THE HAND AND LOCAL VOICES EXHIBITION VIEWERS
		295		CURATION PROJECTS
		173,340		OUTREACH
794,700 TOTAL				

CRAFT Lakecity

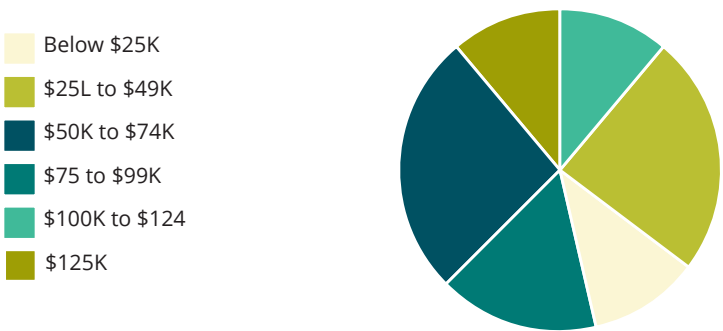
WHO WE SERVE

THE STATS

ETHNIC HERITAGE



HOUSEHOLD INCOME



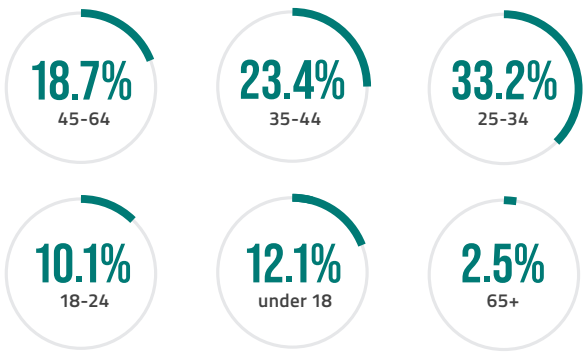
OTHER STATS

16%
of our program participants identify as LGBTQIA

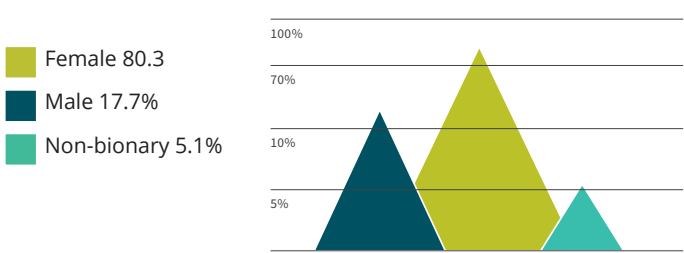
6.5%
of our program participants indicated that they are a Person with a Disability

2.1%
of program participants are Military Service Members and/or Veterans

AGE



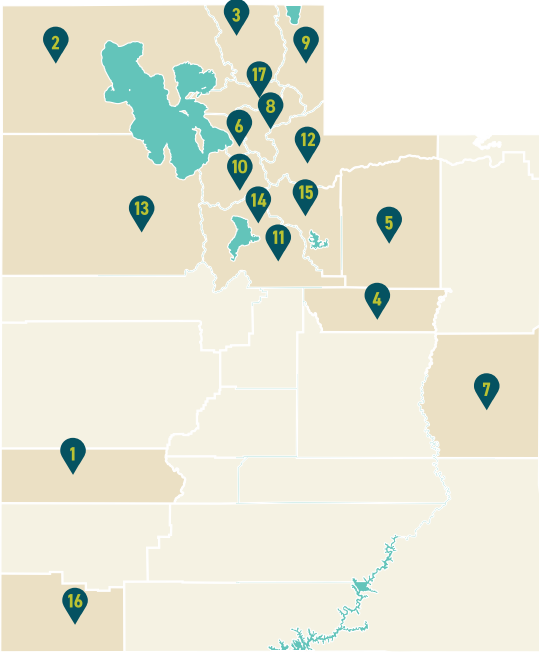
GENDER



CRAFT Lakecity

WHO WE SERVE

IN UTAH



1. Beaver
2. Box Elder
3. Cache
4. Carbon
5. Duchesne
6. Davis
7. Grand
8. Morgan
9. Rich
10. Salt Lake
11. Sanpete
12. Summit
13. Tooele
14. Utah
15. Wasatch
16. Washington
17. Weber

IN OTHER CITIES



- San Francisco, CA
Fresno, CA
Pasco, WA
Pinedale, WY
Atlanta, GA

Craft Lake City's innovative programming attracts the most forward-thinking, trailblazing creatives in the Utah Maker Movement. Our DIY aesthetic combines "shop small" with "dream big" in order to reach a passionate, contemporary audience of tens of thousands each year across Utah and beyond. No matter what your company's marketing, outreach, or sponsorship goals are, becoming a Craft Lake City Partner connects your brand to our extensive following of local-dedicated makers and patrons while supporting our mission to elevate Utah's creative culture.



WAYS TO PARTNER

● **EVENT SPONSORSHIP**

● **CURATION**

● **CRAFT LAKE CITY
BUSINESS ACADEMY
SPONSORSHIP**

● **DOWNTOWN EXHIBITION
PARTNERSHIP**

● **DIGITAL OPPORTUNITIES**

CRAFT Lake city

EVENT SPONSORSHIP OPPORTUNITIES

ANNUAL DIY FESTIVAL & ANNUAL HOLIDAY MARKET



EXHIBITING SPONSOR

Provide onsite activation while receiving brand recognition for your business. Interact and network with thousands of attendees, artisans, small businesses, and creatives.



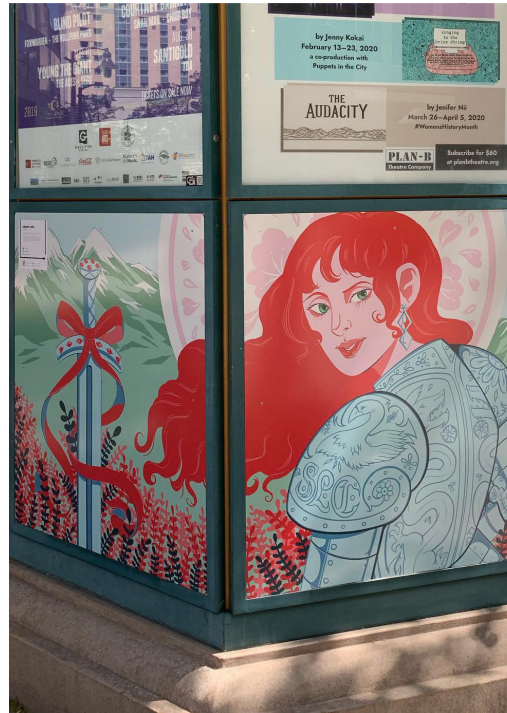
Let us develop a custom sponsorship for you or inquire about our Gold, Silver and Bronze packages. We also have a variety of fun and unique sponsorship opportunities available.

Customize a DIY Fest or Holiday Market area with your company name. Provide amenities, activities, or demonstrations that can allow you to showcase your business.

CRAFT Lakecity

CURATION

With over 15 years of experience and hundreds of makers in our rolodex, Craft Lake City is ready to assist you in curating the right workshop, pop-up market, art exhibition or food truck selections for your next community event, corporate retreat or teambuilding project. Current or past partners include: Google Fiber, Natural History Museum of Utah, Alibi Bar, ValleyFair, West Elm City Creek, Twilight Concert Series, SLUG MAG, and Real Monarchs.



WORKSHOPS

PRIVATE EVENTS

POP-UP AND MARKET CURATION

ART EXHIBITIONS

CRAFT LAKE CITY BUSINESS ACADEMY SPONSORSHIP

Funding Fundamentals

Presented by  celtic bank

4 Week Course
Starting

SEPT.

27



**When
Where**

Tuesdays from 4:00 - 5:30 p.m.
Virtual Over Zoom

CRAFT LAKE CITY
BUSINESS
Academy

About

Creatives will learn the ins and outs of business financing straight from the pros in a low-stakes, interactive virtual class. We'll work through all the confusing, anxiety-inducing finance stuff until you feel confident and empowered to make smart financial decisions that will help you achieve your business goals.

The Craft Lake City Business Academy provides professional development workshops designed to educate local makers as they build their creative businesses. Show your support of the small business community by sponsoring a class or series of workshops. Sponsorship opportunities include curriculum development consultation and the option to share your business expertise and insights with participants in class.

DOWNTOWN EXHIBITION OPPORTUNITIES

Celebration of the Hand and Local Voices are two seasonal outdoor exhibition series displayed in 14 large frames along sidewalks in downtown Salt Lake City (Broadway (300 S) between 200 W and 200 E). Exhibitions are open to the public 24 hours a day, 7 days a week.



CELEBRATION OF THE HAND SPONSORSHIP

Celebration of the Hand exhibitions convey central themes and ideas, making them relevant to our community through art. Original works are commissioned from local artisans. Sponsorship covers costs associated with artwork creation, printing and installation, and would include brand recognition on the plakats.



LOCAL VOICES PARTNERSHIP

Local Voices installations highlight inspiring work of Utah organizations to connect the community with ideas that matter. Partner with us to spotlight your organization or agency with the community with your own Local Voices installation.

DIGITAL OPPORTUNITIES

TOTAL FOLLOWERS IN 2022

 **25.4K** (+1.3k)

 **5.8K** (+1.4k)

 **3.9k followers**
121.5k impressions

TOTAL NUMBER OF POSTS IN 2022

 **624**


 **4660**

 **597**

TOTAL INTERACTIONS/ ENGAGEMENTS IN 2022

 **38.3k likes**
95.2k reach

 **5.8k page likes**
67.5k reach

 **2.4k engagements**
1.2k likes

WEBSITE

60,341 Users

60,135 New Users

86,086 Sessions

195,405 Pageviews

2.27 Pages/Session

58.9% Bounce Rate

DIGITAL NEWSLETTER OUTREACH

~5K subscribers to mailing list
22% open rate

DIGITAL NEWSLETTER OUTREACH

~1,3K artists and small businesses
subscribers
47% open rate
2% click rate

The Digital Newsletter is a monthly electronic newsletter delivered to local creatives, entrepreneurs and community builders. Content includes critical organizational updates, link to blog posts, workshop sign ups, DIY Festival and Holiday Market updates. Reach our 6,000+ subscribers.

CRAFT LAKE CITY

CURRENT AND PAST PARTNERS

HARMONS
NEIGHBORHOOD GROCER

MARK MILLER
SUBARU
MIDTOWN - SOUTH TOWNE

Google Fiber

SLUG MAG

chatbooks

CHASE

Coca-Cola

DOWN
TOWN
SLC
ALLIANCE

CITYHOME
COLLECTIVE

CITY
CREEK
CENTER

24tix.com

the depot

dōTERRA
Wellness Advocate

Michaels

ANIMAL
JAM

yelp

Darice

COPPER PALATE
PRESS

Pella

verizon

IKEA

GRAYWHALE
ENTERTAINMENT

HUGE
BRANDS

ZURCHERS

State Farm

Planned
Parenthood

TRADER JOES

HEALTH
UNIVERSITY OF UTAH

WELLS
FARGO

west elm

KSL TV 5

WINDER
FARMS

CAMERA
ACME
COMPANY

wacom

GALLIVAN
CENTER

COMMERCE & CRAFT
Authentic. Handmade. Place-based.

pictureline

AT&T

City Weekly

FOX 13
fox13now.com

THE MANDATE PRESS

SALT LAKE

NewCityMovement

NewCityMovement

PCTV
PARK CITY TELEVISION

Planned
Parenthood
Act. No matter what.
Planned Parenthood Action Council of Utah

CENTER FOR
THE LIVING CITY

abc 4

BRIT+CO

SHOPKO

90.9 FM
KRCI
COMMUNITY CONNECTION
MUSIC DISCOVERY

GREENbike

WHOLE
FOODS
MARKET
TROLLEY SQUARE

UMFA
UTAH MUSEUM OF FINE ARTS

PBS
Utah

AUBI

UINTA
BREWING

STEM
ACTION CENTER
U · T · A · H

IRIS
PIERCING STUDIO
— JEWELRY GALLERY —

CELTICBANK

Project
Rainbow

SAVE OUR
GREAT SALT LAKE

SILICON
SLOPES
UTAH

SPARROW ELECTRIC

Valley Fair

Clever Octopus

The
Temporary
Museum of
Permanent
Change

XMISSION

offside
PRINT & APPAREL

NATURAL HISTORY
MUSEUM OF UTAH
Rio Tinto Center | The University of Utah

SAVE OUR
GREAT SALT LAKE

Joyce UNIVERSITY OF NURSING
& HEALTH SCIENCES
FORMERLY AMERITECH COLLEGE

New World Distillery

recyclops

UTAH
AT-SCHOOL
NETWORK

SALT LAKE
CITY
ARTS
COUNCIL

UMOCA

TSUKI
SAKE

CLEAR WATER
DISTILLING CO.

ROOSTERS
BREWING CO.

BEWILDER
BREWING CO.

UTOG
BREWING COMPANY

XGG

CRUDE

SKINWORKS
SCHOOL OF ADVANCED SKINCARE



LET'S GET CREATIVE TOGETHER

Contact us to discuss ways we can partner to achieve your marketing goals while contributing to the local maker community in Utah.

sponsorships@craftlakecity.com