WHO WE ARE

1. Annual DIY Festival
2. Annual Holiday Market
3. Education
4. Exhibitions
5. Curation Projects
## WHO WE SERVE

- 25% of artisans identify as LGBTQIA
- 34% of artisans are full time business owners

## WHO WE ARE

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artisans</td>
<td>550</td>
<td>14th Annual Craft Lake City DIY Festival Attendees</td>
</tr>
<tr>
<td>14th Annual Craft Lake City DIY Festival Attendees</td>
<td>14,023</td>
<td>FORTH Annual Craft Lake City Holiday Markets Attendees</td>
</tr>
<tr>
<td>Artisan and Craft Lake City Academy Workshops Participants</td>
<td>535</td>
<td></td>
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<tr>
<td>Youth Entrepreneurs</td>
<td>54</td>
<td></td>
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<tr>
<td>STEM Programming</td>
<td>2,359</td>
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<tr>
<td>Celebration of the Hand and Local Voices Exhibition Viewers</td>
<td>600,000</td>
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<td>Curation Projects</td>
<td>295</td>
<td></td>
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<tr>
<td>Outreach</td>
<td>173,340</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td>794,700</td>
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</tr>
</tbody>
</table>
WHO WE SERVE

THE STATS

ETHNIC HERITAGE
- 71.8% White
- 12% Hispanic
- 7.2% Asian
- 6% Two or more races
- 1.4% Black, Afro-Caribbean

AGE
- 18.7% 45-64
- 23.4% 35-44
- 33.2% 25-34
- 10.1% 18-24
- 12.1% under 18
- 2.5% 65+

HOUSEHOLD INCOME
- Below $25K
- $25K to $49K
- $50K to $74K
- $75K to $99K
- $100K to $124
- $125K

GENDER
- Female 80.3
- Male 17.7%
- Non-binary 5.1%

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
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.
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.
**COMPANY BRANDED AREA SPONSORSHIP**

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.

**OTHER SPONSORSHIP PACKAGES AVAILABLE INCLUDING CUSTOM & TRADITIONAL OPPORTUNITIES**

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.
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.
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.

**Funding Fundamentals**

**Presented by** [celtic bank]

**4 Week Course Starting**

**SEPT. 27**

**When**

Tuesdays from 4:00 - 5:30 p.m.

**Virtual Over Zoom**

**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.
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.
~5K subscribers to mailing list
22% open rate

~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.
CURRENT AND PAST PARTNERS
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