



THE 16TH ANNUAL **CRAFT Lake city**

DIY FEST

DO IT YOURSELF

PRESENTED BY **HARMONS**
NEIGHBORHOOD GROCER®



2024 PARTNERSHIP OPPORTUNITIES

WHAT IS THE DIY FEST?

The Annual Craft Lake City DIY Festival presented by Harmons is Utah's largest local-centric art, music, science and technology festival.

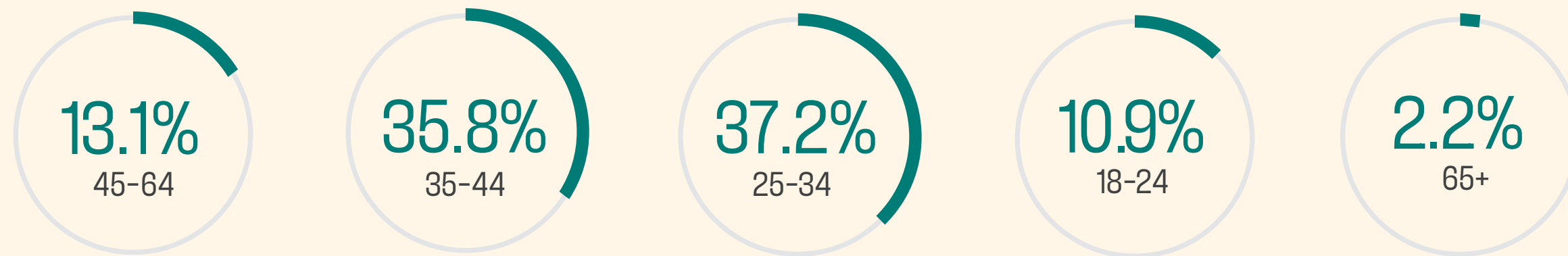
THE DIY FEST FEATURES:

- 300+ Artisans
- 50+ STEM Exhibitors
- 50+ Live Performances on Two Stages
- 15+ Food Vendors
- VIP Lounge
- Bike Valet
- Kids' Craft Area
- Artisan Workshops and Demos
- The DIY Festival Inclusion Program
- Kid Row Youth Vending Area
- STEM Building
- Live Art Installations



WHO DOES THE DIY FEST SERVE?

AGE



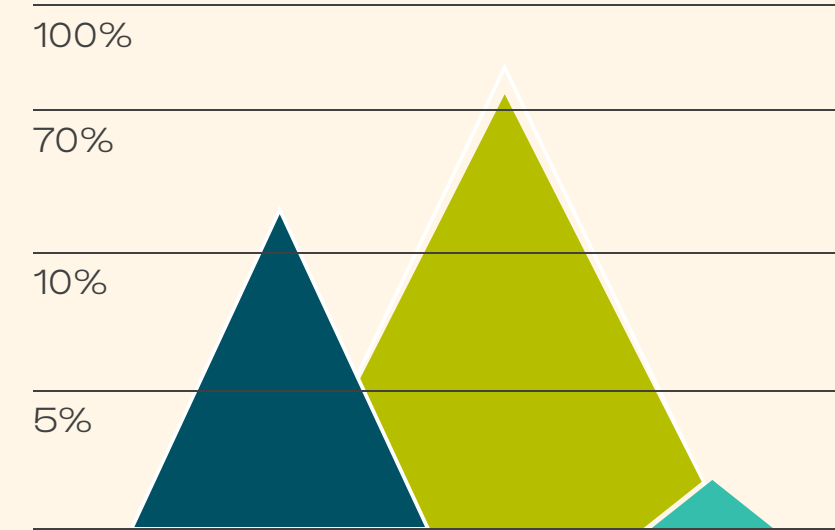
HOUSEHOLD INCOME

- Below \$25K
- \$25L to \$49K
- \$50K to \$74K
- \$75 to \$99K
- \$100K to \$124
- \$125K



GENDER

- Female 76.1
- Male 19.4%
- Non-binary 1.5%



OTHER STATS

20.1%
of our program participants
identify as LGBTQIA+

8.2%
of our program participants indicated
that they are a Person with a Disability

2.5%
of program participants are Military
Service Members and/or Veterans

MEDIA COVERAGE ESTIMATED IMPRESSIONS

ONLINE

+250
MILLION

RADIO

3.1
MILLION

PRINT

2.6
MILLION

TV

2.4
MILLION

WHEN & WHERE IS THE DIY FEST?

THE 16TH ANNUAL
CRAFT Lake city

DIY
DO IT YOURSELF
FEST

PRESENTED BY **HARMONS**
NEIGHBORHOOD GROCER[®]

AUGUST
9, 10 & 11, 2024

AT
THE

UTAH STATE
FAIRPARK
155 N. 1000 W.

LOCAL ART • VINTAGE
CRAFT FOOD • MUSIC
STEM • PERFORMERS
YOUTH ENTREPRENEURS
KID AREA • DOG PARK

#CLCDIYFEST
@CRAFTLAKECITY
CRAFTLAKECITY.COM

CRAFT
LAKE
CITY

PARTNERSHIP OPPORTUNITIES

STAFF AND VOLUNTEER T-SHIRTS

Craft Lake City outfits approximately 300 staff and volunteers each year with t-shirts to wear during the DIY Festival. Sponsor Craft Lake City's staff and volunteer shirts and be seen supporting our team of dreamers as they interact with artisans and attendees throughout the weekend.

DIY FESTIVAL INCLUSION PROGRAM

Craft Lake City's DIY Festival Inclusion Program supports Festival participation from individuals from underrepresented and/or socially or economically excluded communities through:

- Application Assistance Days
- Application Fee Assistance
- Artisan Scholar & Mentorship Program
- STEM & Kid Row Scholarships
- Sponsored Refugee Entrepreneurs Program
- Sponsored Families

PARTNERSHIP OPPORTUNITIES

SCREEN-PRINTED TOTE BAG GIVEAWAY

Each year, Craft Lake City works with a local screen printing company to print tote bags with unique designs from local artisans on-site and give them away to DIY Festival attendees. Sponsor this giveaway and show your support for local art and the handmade movement.

EXHIBITOR BAGS

Craft Lake City has partnered with the Utah Department of Workforce Development's Refugee Services Office and the non-profit United African Women of Hope (UAWOH) to hire refugees to produce handmade canvas bags for distribution to participating artisans at the 16th Annual Craft Lake City DIY Festival presented by Harmons. Your sponsorship covers the costs associated with producing these bags. Bags contain giveaway items from our sponsors.



PARTNERSHIP OPPORTUNITIES

PARTICIPANT MIXER

Held each year in June, the Participant Mixer is a social gathering for accepted DIY Festival exhibitors. Participants get to know each other and the Craft Lake City staff while enjoying craft cocktails and bites. Be recognized as the sponsor of the Participant Mixer and let our 300+ up-and-coming creative entrepreneurs and over 50 performing groups know that you support them.

ARTISAN BUSINESS TRAINING

Each year, Craft Lake City provides scholarships to deserving exhibitors who need an extra hand. The scholarship includes training provided by experienced locals who have successfully launched their own businesses in the handmade goods market. Sponsor our Artisan Scholars Business Training to show your support for entrepreneurs and makers from all Utah communities.

MONTHLY NEWSLETTER

The Exhibitor 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 8,000+ subscribers.

A black and white photograph of a man with a beard, wearing a dark t-shirt with a 'SALSA' logo and a lanyard, serving at a festival booth. He is holding a small bowl and a spoon. In front of him are several jars of salsa with labels like 'FIESTA' and 'MOJITO'. The background shows other people and festival equipment.

A LA CARTE ITEMS

10x20 booth at DIY Festival

10x10 booth at DIY Festival

6x3 table at DIY Festival

DIY Festival Program Large Ad

DIY Festival Program Medium Ad

DIY Festival Program Small Ad

DIY Festival Bag Insert Opportunity

Each Additional Banner at DIY Festival



COMPANY BRANDED DIY FESTIVAL AREA

Customize A DIY Festival Area*
with your company's name!

*Excludes signage and production costs

Choose from the following:

- Presenting
- STEM
- Main Stage
- Second Stage
- Kids' Area
- Bike Valet
- Craft Food Court
- Workshop Area
- Kid Row
- Volunteer Lounge
- First Aid
- VIP Lounge

For Example:

(Your company's name) STEM Building
Craft Food Court sponsored by (Your Company's name)
(Your Company's name) Main Stage



2024 SPONSORSHIP LEVELS

***BRAND RECOGNITION
ON ALL PROMOTION**

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Supporting Sponsor
2024 DIY FESTIVAL BENEFITS				
General Admission Tickets	12	6	4	2
VIP tickets	6	4	2	2
Booth at the DIY Festival	10x20	10x10	5x10	5x10
Banners on DIY Festival fence	6	4	2	1
Verbal Thank You From Stage	✓	✓	✓	✓
Bag insert opportunity	✓	✓	✓	✓
Print collateral (posters, handbills, badges, program back cover) include	Logo	Logo	Logo	Line Listing
Festival program ad	Medium ad	N/A	N/A	N/A
Festival signage includes	Logo	Logo	Logo	Line Listing
Digital Festival ad campaigns include	Logo	Logo	Logo	Line Listing
Acknowledgment in press releases	✓	✓	✓	✓
Acknowledgment in newsletter	✓	✓	✓	✓
YEAR-ROUND BENEFITS				
Blog post on craftlakecity.com	1	N/A	N/A	N/A
Acknowledgment on craftlakecity.com	Logo	Logo	Logo	Line Listing
Acknowledgment in Annual Report	Logo	Logo	Logo	Line Listing

*Excludes signage production costs

CRAFT LAKE CITY CURRENT AND PAST PARTNERS





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THANK YOU FOR SUPPORTING US!