



**2025 PARTNERSHIP
OPPORTUNITIES**

THE FOURTH ANNUAL
CRAFT LAKE CITY

**Letter
West**

**FOR PEOPLE WHO
LOVE HAND LETTERING!**

THE FOURTH ANNUAL CRAFT LAKE CITY

LetterWest

FOR PEOPLE WHO
LOVE HAND LETTERING!

THE PEARL ON MAIN

7711 S MAIN ST, MIDVALE, UT 84047

MARCH 14—15, 2025

WORKSHOPS • PANEL DISCUSSIONS
LIVE MURAL-MAKING • MIXER • MORE!

EXCLUSIVE
AUDIENCE:
ONLY 175
TICKETS

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Lake
City

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Utah Division of
Arts & Museums



Utah Division of
Arts & Museums

GEORGE S. AND DOLORES DORÉ ECCLES
FOUNDATION



SLUG MAG



THE PEARL
ON MAIN



MIDVALE MAIN
ARTS & CULTURE DISTRICT

THE FOURTH ANNUAL CRAFT LAKE CITY

LetterWest

FOR PEOPLE WHO
LOVE HAND LETTERING!

LetterWest is the premier handwriting lettering conference in North America since 2017. The conference offers proximity to hundreds of peers, tangible industry knowledge, connections with agencies, ad agencies, publishers, brands, product demonstrations, and letter-based immersive art workshops.



LETTERWEST CO-CREATORS

CRAFT Lake city

DIY Fest - Curation - Holiday Market - Workshops

Craft Lake City® is a 501(c)(3) charitable organization that works to educate, promote and inspire local artisans while elevating the creative culture of the Utah arts community through science, technology and art.

MIDVALE MAIN

ARTS & CULTURE DISTRICT

The Midvale Main Arts & Culture District stands as a lively epicenter of creativity. It boasts 30+ captivating murals celebrating local talent and culture. The district hosts charming theaters for cultural experiences, serves as a hub of self-expression through its high-end tattoo parlors, and provides a vibrant community gathering place.



CRAFT
Lake
city

WAYS YOUR BRAND CAN BENEFIT FROM OUR CREATIVE COLLABORATION:

- Generate brand buzz via social shares; LetterWest and Craft Lake City combined reach estimated at Instagram: 42.6K Facebook: 6.2K, X (Formerly Twitter): 3.8K
- Build relationships with artists and influencers
- Drive calls to action: sign ups, subscriptions, user-generated content participation, etc.
- Create and share branded content
- Arrange future collaborations with artists and influencers
- Showcase and sample products



WHO IS ATTENDING LETTERWEST?

People who love lettering and want to take their lettering to next level by learning from industry leaders and connecting with peers. People who want to build confidence in their skills and feel a sense of belonging in the lettering community. People who yearn to feel inspired and moved to action to find or strengthen their style and voice.

DEMOGRAPHICS OF ATENDEES

- 63% Females / 20% Males / 2% Non-binary
- Ages 18-64
- Traveling from all over the U.S. to attend and some from the UK, Colombia, Germany, Portugal, Australia, and Brazil.
- Full-time Professional Lettering Artists & Influencers
- Part-time Freelancers/Full-time Graphic Designers
- Students and hobbyist letterers wanting to jumpstart their careers

PAST LETTERWEST TEACHERS, SPEAKERS, TOP INDUSTRY TALENT & INFLUENCERS IN LETTERING & DESIGN

Seb Lester

Ximena Jiménez

Becca Clason

Skyler Chubak

Kyle Letendre

Shley

Adé Hogue

Craig Winslow

Eric Friedensohn

Erik Marinovich

Gemma O'Brien

Jennet Liaw

Jessica Hische

Juan Carlos Pagan

Ken Barber

Lauren Hom

Lisa Congdon

Martina Flor

Mary Kate McDevitt

Molly Jacques

Nick Misani

Ricardo González

Sabeena Karnik

Stefan Kunz

Victoria Rushton



PARTNERSHIP OPPORTUNITIES

Title Sponsor of The Fourth Annual Craft Lake City LetterWest. (limit to two sponsors)

Sponsor of an on-site live mural (limit to one sponsor)

Sponsor of a breakout session or workshop, booth and demonstration about your product or services taught by your team or your team + influential lettering artist (limit to one sponsor)

Sponsor of the attendee lounge, wifi, and charging stations for increased brand exposure (limit to one sponsor)

Restaurant sponsor of private speaker-only dinner

Sponsor and seats of private speaker-only dinner

Sponsor of the Saturday night closing mixer

Custom LetterWest influencer content package

Sponsor of coffee, drinks or a meal for attendees



Exhibitor activation at the conference to interact with attendees to showcase, demonstrate and sample products/services or drive calls to action like sign-ups, subscriptions, etc.
Digital conference program sponsor
Large ad in conference program
Medium ad in digital conference program
Small ad in digital conference program
Dedicated pre- or post- conference eNewsletter to LetterWest attendees
Dedicated pre- or post- conference eNewsletter to full CLC newsletter subscribers
Sponsor of a main stage keynote talk (or increased brand exposure with logo on screen (limit to two sponsors)
Sponsor of one workshop
Sponsor of speaker microphones with branded box signage on them
Product donation sponsor to be included in the attendee swag bags
Sponsor of name badges



WAYS BRANDS HAVE PREVIOUSLY PARTNERED WITH LETTERWEST

- Adobe Creative Cloud with an on-site hands on demonstration some of their products
- Alaska Airlines sponsored an on-site live mural and co-developed a product to be added to attendee swag bags
- Constant Contact sponsored our attendee lounge
- Nicholas & Company and Harmon's Grocery sponsored meals for attendees
- Alaska Airlines sponsored the Friday night party for increased brand exposure
- Several brands like Stabilo, Tombow, Braun Fig, Big Cartel, Sakura and General Pencil provided product for swag bags
- Letterform Archive set up an on-site activation/exhibitor booth to interact with attendees to demonstrate and sample products
- Adobe Creative Cloud sponsored a keynote talk



FEEDBACK FOR LETTERWEST

Beyond my expectations!
Surprised and delighted by the keynote
speakers. Loved the workshops too!

-2024 Attendee

It will be on my “must-attend” list every year.
It exceeded my expectations in every way and
I can’t wait for next year!

-2024 Attendee

Thank you for creating a space where
community comes before competition
and internet friends turn into real life friends.

-2018 & 2019 Attendee

If you have any doubts about the continuing popularity of
hand-lettering, then you haven’t attended LetterWest. Not
only is the conference packed with influential presenters,
there are loads of valuable skill-building workshops, too. Best
of all is the absolutely infectious enthusiasm of attendees.

-2019 Keynote Speaker



THE FOURTH ANNUAL CRAFT LAKE CITY

Letter West

FOR PEOPLE WHO
LOVE HAND LETTERING!

WE KNOW THIS GROUP BECAUSE WE ARE THIS GROUP

OPPORTUNITIES ARE AVAILABLE AT ALL BUDGET LEVELS. LET'S TALK ABOUT YOUR PARTNERSHIP GOALS AND WHAT WOULD WORK BEST FOR YOU AND YOUR BRAND

CONTACT: SPONSORSHIPS@CRAFTLAKECITY@GMAIL.COM
ANGELA H. BROWN - (801) 949-6341

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