



THE FOURTH ANNUAL CRAFT LAKE CITY



THE PEARL ON MAIN 7711 S MAIN ST, MIDVALE, UT 84047

MARCH 14-15, 2025 LIVE MURAL-MAKING • MIXER



















THE FOURTH ANNUAL CRAFT LAKE CITY



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.

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 vibranty community gathering place.

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.



- · 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, Braon 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!

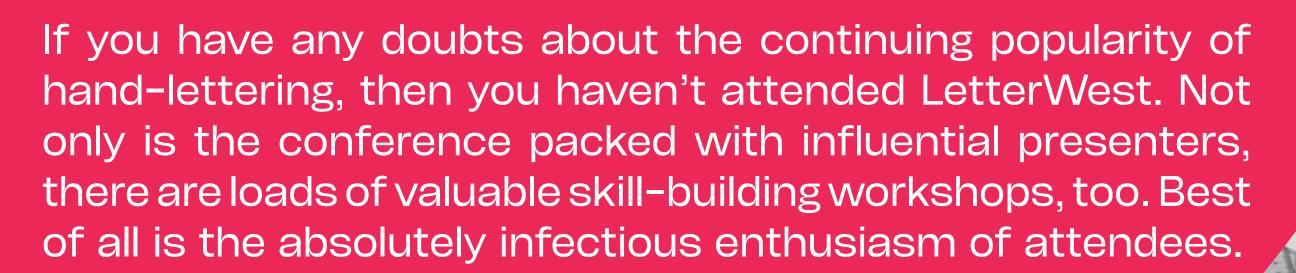
-2024 Attendee

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

-2018 & 2019 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



-2019 Keynote Speaker



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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

















