



Artrider
2020 EVENT
SPONSORSHIP
OPPORTUNITIES

About ARTRIDER

WHO WE ARE

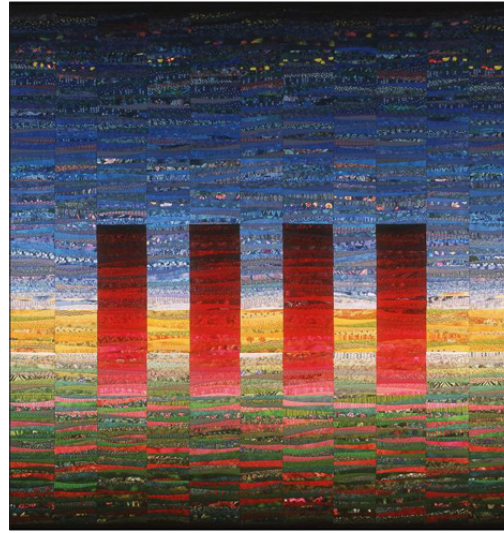
Since 1982, Artrider has produced nationally-acclaimed juried contemporary fine craft shows in the Northeast. Our innovative events maintain the highest standards and reflect an unwavering dedication to excellence.

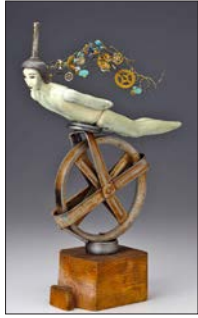
Each of our seven events, held in affluent communities in New York, New Jersey and Connecticut, are unique and feature their own mix of established and emerging American artists of the highest caliber who hand make original work that shows exemplary design and craftsmanship.

We demonstrate a longstanding commitment to sustaining the careers of thousands of independent American craftspeople and artists by bringing 75k+ loyal arts-conscious shoppers to our events every year to purchase unforgettable handmade items. Attendees are able to shop for a wide array of functional and decorative contemporary crafts such as furniture and home décor items, original fashions, jewelry and accessories, as well as two- and three-dimensional works of art.

GIVING BACK

Artrider is pleased to have raised millions of dollars for charitable and arts organizations in the communities where we host our shows such as The National Trust for Historic Preservation, the Westport Young Woman's League, and the Guilford Arts Center and is proud to support the crafts community through its efforts on behalf of the Craft Emergency Relief Fund+.





DEMOGRAPHICS & MORE

OUR ATTENDEES:

Affluent arts-conscious shoppers who are lovers of unique items handmade by American artists and supporters of small businesses.

75k+ ATTENDEES per year across all shows

HOUSEHOLD INCOME:

46%: \$150k+ • 31%: \$200k+ • 14%: 300k+

MAILING LIST: 100k+

EMAIL LIST: 45k+

Prior attendees

12k+ social media followers

130k+ unique website visits per year

WHO WE ARE LOOKING FOR:

Artrider is seeking sponsorships with North American owned and operated companies who have like-minded views on supporting and sustaining small businesses and the careers of American artist entrepreneurs. Your sponsorship will help keep our booth fees low and accessible to our artists.



CraftMORRISTOWN

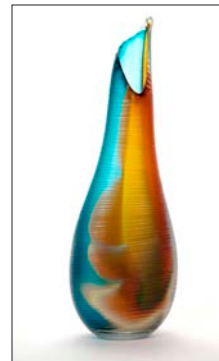
Spring edition: March 27-29, 2020
Holiday edition: December 11-13, 2020

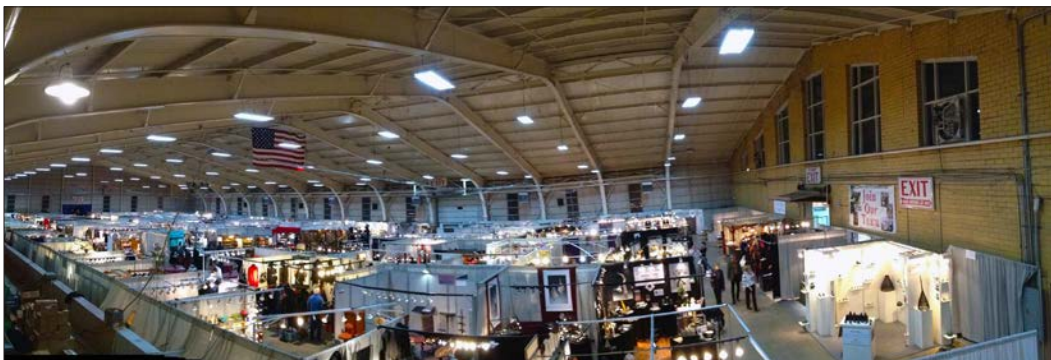
Attendees per show: 6500+
Artists per show: 170

New Jersey's best art and shopping events; now in their 30th year. These three-day, curated events are held at the Western Avenue Armory in Morristown which has hosted modern fine craft events for more than forty years.

Scenic Morris County, home to Morristown with a commuter train line into NYC, is listed as the 10th wealthiest county in America by the U.S. Census and is filled with beautiful homes and historic sites that attract sophisticated and arts-conscious attendees from throughout New Jersey, NYC, Philadelphia and the surrounding region.

Spring CraftMorristown offers winter-weary shoppers "first dibs" on the year's newest creations while Holiday CraftMorristown is New Jersey's most exciting holiday shopping experience and the best place to find uncommon and extraordinary gifts.





CraftMORRISTOWN

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor (per weekend)

.....\$5000 (spr)/\$4000 (hol)

Benefits:

- Prominent logo on event-related marketing & promotional materials: postcards; emails; posters; print advertisements; social media
- Prominent logo on at-event signage
- Prominent logo & link on Artrider.com
- Presence at event (spring only)
- Opportunity to display own promo materials
- 25 tickets

Gold Sponsor (per weekend).....\$2500

Benefits:

- Recognition in emails & on social media
- Logo on at-event signage
- Logo & link on Artrider.com
- Opportunity to display own promo materials
- 10 tickets

Silver Sponsor(per weekend).....\$1000

Benefits:

- Recognition on social media
- Logo on at-event signage
- Logo & link on Artrider.com
- Opportunity to display own promo materials
- 5 tickets

Additional Opportunities (per weekend).....\$250

- Logo & link on Artrider.com



Crafts at LYNDHURST

Spring edition: MAY 1-3, 2020
Fall edition: September 11-13, 2020

Attendees per show: 15000+
Artists per show: 300



For 35 years Crafts at Lyndhurst, Westchester County's most beloved out-of-the-box shopping experience, has been one of the largest and best-known modern fine craft festivals in the New York Metropolitan area. Featuring over 300 innovative craftspeople from across America. Artists, old and new say, "This is the best show I've ever had!"

These three-day outdoor events are located on the scenic grounds of the 67-acre Lyndhurst estate, a National Trust for Historic Preservation Landmark property. Lyndhurst, located just 25 miles north of NYC along a commuter train line in Tarrytown, New York, continues to bring enthusiastic shoppers from affluent Westchester County, NYC, Northern New Jersey, Connecticut and the surrounding region. Crafts at Lyndhurst benefits the National Trust for Historic Preservation and has raised more than 3 million dollars for this vital non-profit.



In addition to great shopping there are gourmet foods and specialties, food trucks, tours of the Lyndhurst mansion and hands-on craft demonstrations. Plus, children's activities including an interactive puppet show, stilt walkers, face painting and storytellers making it a perfect day for the entire family.



Crafts at LYNDHURST

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor (per weekend).....\$7500

Benefits:

- Prominent logo on event-related marketing and promotional materials: postcards; emails; posters; print advertisements; and social media
- Prominent logo on at-event signage & in event program
- Prominent logo & link on Artrider.com
- Presence at event
- Opportunity to display own promo materials
- 25 tickets

Gold Sponsor (per weekend).....\$4000

Benefits:

- Recognition in emails & on social media
- Logo on at-event signage & in event program
- Logo & link on Artrider.com
- Presence at event
- Opportunity to display own promo materials
- 10 tickets

Silver Sponsor (per weekend).....\$1500

Benefits:

- Recognition on social media
- Logo on at-event signage & in event program
- Logo & link on Artrider.com
- Opportunity to display own promo materials
- 5 tickets

Additional Opportunities

- Logo & link on Artrider.com.....\$250
- Logo in event program/logo & link on Artrider.com.....\$500





CraftNEWYORK

June 6-7, 2020

Attendees: 15000+

Artists: 150+

Artrider's newest show, CraftNewYork, is returning for its third year at Damrosch Park at Lincoln Center.

CraftNewYork is located in the center of Manhattan's Upper West Side and offers the opportunity to reach this sought-after demographic who have the second highest household income in New York City, spend almost double the national average on all household expenditures and are in one of the most desirable neighborhoods to live and raise a family in in NYC.

Located at the same outdoor site that the previous craft show was held at for over forty years, this re-envisioned show features 150 American makers include perennial favorites and new artists never seen at this location. Adventurous shoppers and discerning collectors can find wearable art such as clothing, jewelry and handbags; home decor such as photography and fine art; as well as functional and sculptural works in ceramics, glass, metal, wood, mixed media and more. In addition, the show will include a gourmet foods and specialties boutique.



Craft NEWYORK

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor.....\$9,000

Benefits:

- Prominent logo on event-related marketing and promotional materials: postcards; emails; print advertisements; & social media
- Prominent logo on at-event signage & in event program
- Prominent logo & link on Artrider.com
- Presence at event
- Opportunity to display own promo materials

Gold Sponsor.....\$5,000

Benefits:

- Recognition in emails & on social media
- Logo on at-event signage & in event program
- Logo & link on Artrider.com
- Presence at event
- Opportunity to display own promo materials

Silver Sponsor.....\$2,000

Benefits:

- Recognition on social media
- Logo on at-event signage & in event program
- Logo & link on Artrider.com
- Opportunity to display own promo materials

Additional Opportunities

- Logo & link on Artrider.com.....\$250
- Logo in program & logo&link on Artrider.com..\$500



RHINEBECK Crafts Festival

June 27-28, 2020

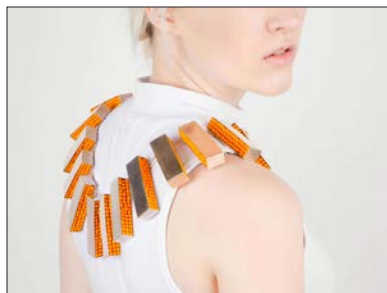
Attendees: 8000+

Artists: 200+



The long-running Rhinebeck Crafts Festival is held at the Dutchess County Fairgrounds, in Rhinebeck, NY, located in the heart of the beautiful Hudson Valley; a major historic and cultural area with an affluent second home owner community.

This two-day outdoor shopping event features over 200 of America's best craftspeople and draws passionate, arts conscious visitors from the Hudson Valley as well as summer tourists from New York City, Westchester County, New Jersey, Long Island, Connecticut, Massachusetts and beyond.



This diverse experience is a celebration of all things handmade which includes unique contemporary fine craft and art, gourmet specialty foods, tastings from Hudson Valley distilleries and wineries, interactive craft demonstrations and family activities.



RHINEBECK Crafts Festival

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor.....\$6000

Benefits:

- Prominent logo on event-related marketing & promotional materials: postcards; emails; posters; print advertisements; social media
- Prominent logo on at-event signage
- Prominent logo & link on Artrider.com
- Presence at event
- Opportunity to display own promo materials
- 25 tickets

Gold Sponsor.....\$3500

Benefits:

- Recognition in emails & on social media
- Logo on at-event signage
- Logo & link on Artrider.com
- Presence at event
- Opportunity to display own promo materials
- 10 tickets

Silver Sponsor.....\$1250

Benefits:

- Recognition on social media
- Logo on at-event signage
- Logo & link on Artrider.com
- Opportunity to display own promo materials
- 5 tickets

Additional Opportunities.....\$250

- Logo & link on Artrider.com



CraftWESTPORT

November 7-8, 2020

Attendees: 6500+

Artists: 175+

CraftWestport, now in its 45th year, is Connecticut's largest indoor fine craft show and is located in Westport, a culturally-rich town on the state's famed "Gold Coast" with one of the highest per-capita incomes in America and a long history of involvement in the arts.

Surrounded by other affluent communities such as Greenwich, Fairfield, and Stamford and along a commuter train line to Manhattan, this show brings an affluent, diverse and energetic crowd excited to find uncommon items and begin their holiday gift shopping.

In addition to incredible shopping this two-day event includes a pop-up marketplace of local artists, a gourmet specialties boutique, craft demonstrations and a KidZone.

Proceeds from admissions to this long-running event go to the popular and philanthropic Westport Young Woman's League and are distributed to local charities.





CraftWESTPORT

SPONSORSHIP OPPORTUNITIES

For CraftWestport sponsorship opportunities please contact The Westport Young Woman's League directly at craftwestport@wywl.com

