

Sponsorship Package 2019

As a Federation of organizations, the CCF/FCMA works with the Provincial and Territorial Craft Councils and affiliate organizations to unite, enrich, empower and celebrate the professional contemporary craft sector through collaborative action, networking, and community development. Our membership includes 5,700 craft artists across Canada, and our online reach is even greater.

[CLICK HERE TO LISTEN TO OUR 2019 SPONSORSHIP PITCH](#)

PAIRING OUR AUDIENCE WITH YOUR MESSAGE. HELP US MAKE CRAFT *HEARD*.

Citizens of Craft: The Podcast, hosted by Canadian Crafts Federation Director, Maegen Black, brings together the voices of craft artists, curators, educators and collectors who speak off the cuff about craft practice and its role in their lives. Published on Soundcloud, iTunes, Google Play, Spotify, and RSS feed, the first five episodes have surpassed 1,500 listens in the first month of circulation alone. Reach this audience with YOUR message by sponsoring the next season of the podcast, today.

Is our audience right for your message?

Citizens of Craft is a movement of makers, appreciators, collectors, admirers – anyone whose values match our values of heritage, innovation, the leading edge, traditional, authentic, and entrepreneurial.

There are over 5,700 craft council members in Canada; professional craft artists operating their own businesses and engaging with their communities. In addition to this audience, we aim to reach the education sector and the general public with this podcast.



Kari Woo, Episode 1
Photo: Alexis McKeown



Michael Massie, Episode 2



Hilary West, Episode 3

Canadian Crafts Federation's Direct Social Media Followers & eNews Subscribers



1,694



1,217



1,079



949

Membership Organizations' Social Media Followers & eNews Subscribers



49,600



23,400



24,300



5,700+

Through our direct membership of organizations, we tap in to their online followings, as well, expanding our reach.

We are looking for exclusive sponsors who want to reach Canadians interested in craft. Companies or Institutions looking to show their support for the arts, such as craft suppliers, insurance companies, or financial institutions, would be a great fit. Galleries, Educational Institutions, Boutiques or online craft retailers who want to show their support, and sponsor inspiring craft stories, are also welcome.



Monika Kinner-Whalen, Episode 4



Seema Goel, Episode 4

Photo: Paul McGuckin



Peter Powning, Episode 5

EXCLUSIVE SPONSORSHIP OPTION

Exclusive Experience Sponsor **\$5,000**

Claim this package by January 15th, 2019, to be the *only* sponsor for Season 2.

As the exclusive sponsor of Citizens of Craft: The Podcast, you will:

- Choose a representative from your company to be one of the two guest speakers on the premiere episode of the second series (launching in 2019)
- Have a 5-minute segment on the other four episodes, where we speak with a representative from your company on why it is important to support the arts
- Receive a thank you at the beginning and end of each episode
- Have your company's logo featured on citizensofcraft.ca

1 sponsorship available

SPONSORSHIP OPTIONS

Premiere Guest Sponsor* **\$2,500**

As the premiere guest sponsor of Citizens of Craft: The Podcast, you will:

- Choose a representative from your company to be one of the two guest speakers on the premiere episode of the second series (launching in 2019)
- Receive a thank you at the beginning and end of the episode
- Have your company's logo featured on citizensofcraft.ca

1 sponsorship available

Special Segment Sponsor* **\$1,000**

As a special segment sponsor of Citizens of Craft: The Podcast, you will:

- Choose a representative from your company to be part of a 5-minute segment, where the company representative and the podcast host will discuss why it is important to support the arts
- Receive a thank you at the beginning and end of the episode
- Have your company's logo featured on citizensofcraft.ca

4 sponsorships available

SPONSORSHIP OPTIONS continued...

Official Sponsor*

\$250

As an official sponsor of Citizens of Craft: The Podcast, you will:

- Receive a thank you at the beginning and end of the episode
- Have your company's logo featured on citizensofcraft.ca

4 sponsorships available

Creative Sponsorships*

Have another idea? We would love to discuss other unique ways your company could be involved in this exciting project. Our organization also has overarching organizational sponsorship options and annual conference sponsorship options, for other ways to reach out to our audience.

**These packages are only available if the exclusive sponsorship package has not been claimed by January 15, 2019*

WE ARE CITIZENS OF CRAFT... ARE YOU?

Sponsorship Contact

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