

# Urban Craft

## UPRISING



**Thank you! You have helped turn my tiny art hobby business into a real part-time job!** My business has grown so much since the summer show and it will continue to grow more after this winter show I'm sure. And while it's great to make money, more than that I am enjoying what that really means: the opportunity to spend more time doing what I love to do—make pottery and share color and design ideas with my customers. Thanks for all the hard work you put in, we appreciate it!

-Mandy S., Seattle, WA



Thank you for your interest in becoming a part of the Urban Craft Uprising family. With our diverse group of vendors and fans, we have a huge platform from which you can showcase your business. And, with the support of our sponsors, we have been able to provide a unique shopping experience that brings fans in droves to our biannual show. With such a huge audience, you have many options and avenues through which you can showcase your business—read on for more details. We look forward to working with you!

### HISTORY

Urban Craft Uprising was started in 2004 to showcase the work of independent crafters, artists and designers — to provide a unique, high quality, hand-crafted alternative to “big box” stores and mass produced goods.

At Urban Craft Uprising's shows, fans can choose from a wide variety of hand-crafted goods including clothing of all types, jewelry, gifts, bags, wallets, buttons, accessories, aprons, children's goods, toys, housewares, paper goods, candles, journals, art, food & much, much more. Each Urban Craft Uprising show is carefully curated and juried to ensure the best mix of crafts and arts along with originality and uniqueness.

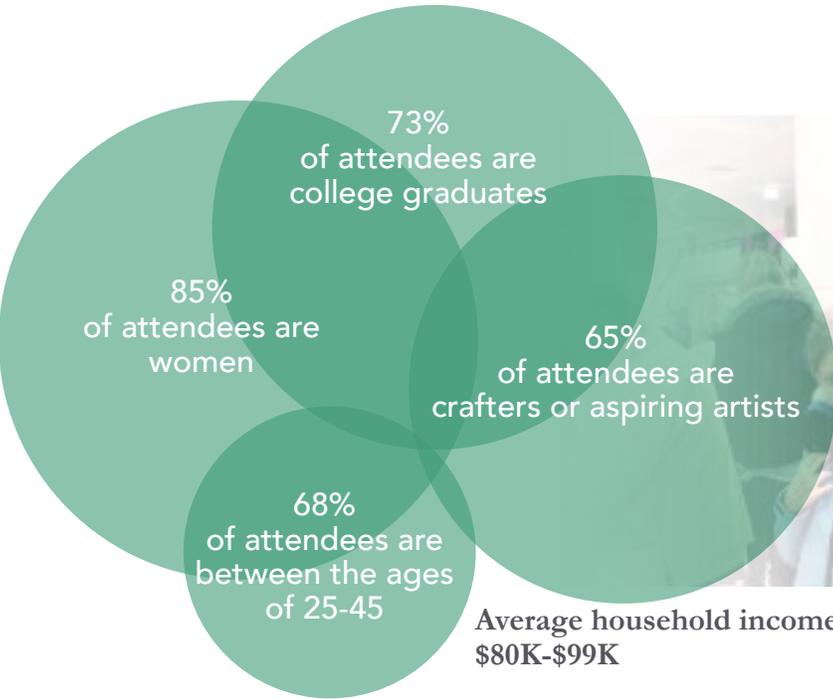
Urban Craft Uprising has come a long way since its early beginnings, its first holiday show featuring just 50 crafter booths and overflowing crowds. Urban Craft Uprising is now the largest indie craft event in Seattle and the Pacific Northwest, with our most recent Winter Show drawing in over 16,000 attendees, and more than 150 crafters, artists and designers from around the world. In 2009, Urban Craft Uprising expanded its horizons to include a summer show, which has since become an annual event hosting 130+ vendors and garnering attention from dedicated fans and summer tourists alike.

In 2014, UCU began partnering with other organizations and festivals in town, to curate unique handmade sections of these larger festivals. Our 2016 roster of shows now includes fifteen opportunities for crafters to vend under the UCU umbrella, giving the UCU brand even more exposure and face time with our fans.



## DEMOGRAPHIC

During the jury process, we focus on choosing a diverse group of vendors to satisfy our shoppers, while keeping each show fresh with new vendor booths and cutting edge crafts. We aim to feature 30% first-time vendors at each show, to keep our fans intrigued and excited, while continuing to host longtime favorites as well. However, our number one priority is to maintain the high level of quality our show has developed a reputation for; because of this and the ever-growing pool of applications we receive for each show, our acceptance rate for vendors is around 25%. Judging by the lines that form around the corner and up the street hours before doors open the morning of the show, we are confident that we are keeping our fans excited and interested in each unique Urban Craft Uprising.



“ I LOVE YOU GUYS!  
HANDS DOWN THE BEST SHOW  
I DO! It makes my year and I'm very grateful to be a part of it! You guys rock! Thank you for all your hard work!

- Camille A., Seattle, WA



### 2013 Craft Vendors:



165

### 2013 Attendees:



12,500

### 2014 Craft Vendors:



165

### 2014 Attendees:



16,300

2014 pageloads: 196,979

2014 unique visitors: 88,272

Current newsletter subscribers: 8,887



# Sponsorship Packages



## MASTER CRAFTER LEVEL:

*Show Benefits: Summer AND Winter Show*

- Inclusion in our famous swag bags, given to the first 100 customers both days of the show, plus about 40 more bags given out to our volunteers (280 bags per show)
- Opportunity to display your banner at the show (limited to 10 feet in width)
- Opportunity to come work the crowd at the show with a 10' x 5' booth of your own to use for demos, sampling or vending. Booth includes electricity (if needed), tables and chairs.
- Your large logo on the UCU website
- Your large logo in UCU pre-show promo materials, including postcards, posters, and press kits
- Inclusion in the monthly UCU newsletter, reaching 7,500+ subscribers
- One blog post specifically featuring your business (could include an interview or promotional information)
- Link to blog post on our Facebook page with over 9,800 fans
- Space in the left sidebar of select pages of our website to run special promotions and ads for the full 12 months of sponsorship duration

Total for package \$2500

## ONE-HIT WONDER LEVEL:

*Show Benefits: Single Show Only*

- Inclusion in our famous swag bags, given to the first 100 customers both days of the show, plus about 40 more bags given out to our volunteers (280 bags per show)
- Opportunity to display your banner at the show (limited to 10 feet in width)
- Opportunity to come work the crowd at the show with a 10' x 5' booth of your own to use for demos, sampling, or vending. Booth includes electricity (if needed), tables and chairs.
- Your large logo on the UCU website
- Your large logo in UCU pre-show promo materials, including postcards, posters, and press kits
- Inclusion in the monthly UCU newsletter, reaching 7,500+ subscribers
- One blog post specifically featuring your business (could include an interview or promotional information)
- Link to blog post on our Facebook page with over 9,800 fans
- Space in the left sidebar of select pages of our website to run special promotions and ads for the full 12 months of sponsorship duration

Total for package \$1550

## APPRENTICE LEVEL:

*Show Benefits: Winter and Summer Show*

- Inclusion in our famous swag bags, given to the first 100 customers both days of the show
- Your small logo included in promotional materials distributed at the show
- Display your banner at the show (limited to less than 10 feet in size)
- Your small logo on the UCU website
- Your small logo in UCU pre-show promo materials, including postcards, posters, and press kits
- Inclusion in the monthly UCU newsletter, reaching 7,500+ subscribers

Total for package: \$1050





## CRAFTER LEVEL:

### *Show Benefits: Single Show Only*

- Inclusion in our famous swag bags, given to the first 100 customers both days of the show
- Your small logo included in promotional materials distributed at the show
- Display your banner at the show (limited to less than 10 feet in size)
- Your small logo on the UCU website
- Your small logo on UCU pre-show promo materials, including postcards, posters, and press kits
- Inclusion in the monthly UCU newsletter, reaching 7,500+ subscribers

Total for package \$650

## SOCIAL MEDIA PACKAGE:

### *Show Benefits: Single Show Only*

- Inclusion in swag bags
- 1 dedicated Instagram post featuring an image and description from your business
- 1 dedicated Facebook post about your business
- 1 dedicated blog post about your business
- 1 section in either our fan or vendor newsletters (your choice) highlighting your business
- Sponsor to provide copy for all of the above

Total of package \$400

## INTERN LEVEL:

### *Show Benefits: Single Show Only*

- Inclusion of your company's swag in our famous swag bags, given to the first 100 customers, both days of the show
- Your business name and link on the UCU website

Total of package \$250

*To sign up today or find out more please contact Kristen Rask at [kristen@urbancraftuprising.com](mailto:kristen@urbancraftuprising.com)*