

# Urban Craft

## UPRISING

“

I have vended at a lot of shows, and the UCU really cultivates a feeling of camaraderie. This group is so supportive of one another...we want to see us all succeed. It warms my heart to be a part of the UCU.

”

-Teresa R.

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.

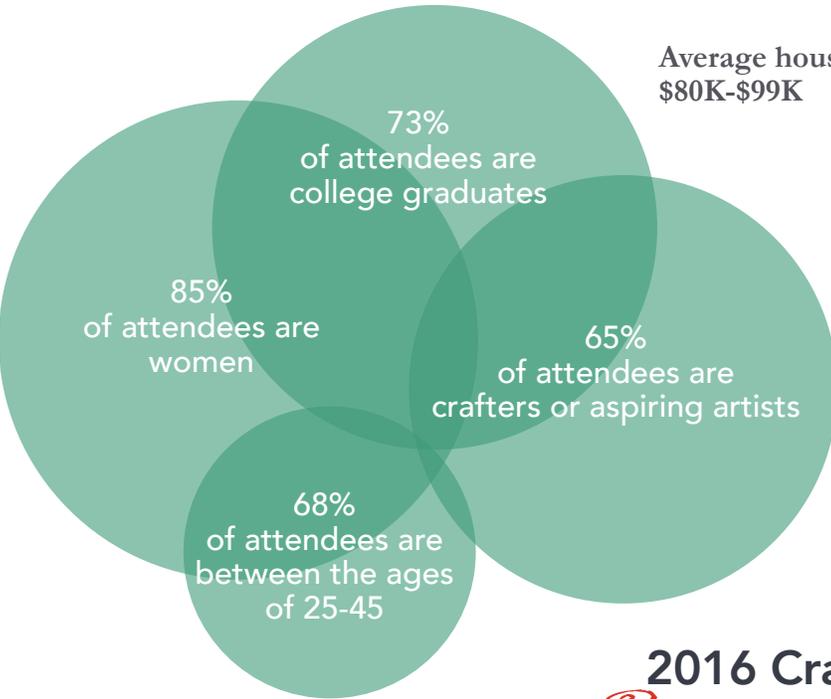
Urban Craft Uprising has come a long way since its early beginnings, its first holiday show featuring just 50 crafter booths and overflowing crowds. Urban Craft Uprising is now the largest indie craft event in Seattle and the Pacific Northwest. In 2009, Urban Craft Uprising expanded its horizons to include a summer show, which has since become an annual event hosting 150 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 twenty-two 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.



Average household income  
\$80K-\$99K



### 2016 Craft Vendors:



150

### 2016 Attendance:



20,343

### 2017 Craft Vendors:



150

### 2017 Attendance:



16,999

2017 pageloads: 196,979

2017 unique visitors: 61,872

Current newsletter subscribers: 9,402

Facebook followers: 13,914

Instagram followers: 9,359



“ We have done many shows and UCU shows are by far the most organized and professional that we have seen. Well done!”

-Athena H.

# 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 9,000+ 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 13,900 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 9,000+ 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 13,900 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 9,000+ 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 9,000+ 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)*