

The Etsy logo is displayed in a white serif font on an orange hexagonal background. The background of the entire page is a collage of hexagons in various colors (peach, mint green, gold glitter, black glitter, and light grey) and a central photograph of a hand holding gold-colored pliers.

Etsy

**CRAFT  
PARTY**

**SPONSORSHIP  
KIT  
2015**

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# **Sponsorship Information**

# Sponsorships

Sponsors are individuals or companies that donate goods, services or cash in exchange for recognition leading up to, during and after your event. A donation of goods or services is considered an in-kind sponsorship and a donation of funds is considered a cash sponsorship.

If you've never attempted to solicit sponsors for your Etsy Craft Party, we recommend you give it a try this year. You might feel uncomfortable soliciting donations from sponsors, but you will be surprised how many local businesses are eager to get involved with an event like Etsy Craft Party. Not sure how to get started?

First, decide what your needs are and how a sponsor can support them. Here are some things to keep in mind:

## **PARTY VENUE**

Etsy Craft Parties are often held in the host's home, but some hosts prefer a separate location. Determine how many people you expect to attend your event and then research venues that can accommodate that number.

## **SUPPLIES**

This year's Craft Party projects involve using paper to create one-of-a-kind collages. Part of why we chose this idea is that hosts and their guests can repurpose paper that

they already have. Old photographs, wrapping paper, magazines or coloring books can all be used for any of the suggested projects. If you need paper or tools for your Etsy Craft Party, ask a craft store or art school to sponsor your event by donating supplies.

## **PHOTOS**

We encourage you to create a photo backdrop at your Etsy Craft Party so guests can snap pictures and share them on social media using the hashtag #craftparty @etsy. Many past Etsy Craft Party hosts have created beautiful photo backdrops for their events. Asking a photographer to volunteer their



# Sponsorships

services can add sophistication to the experience and produce some stunning photos. Taking it a step further, you could even ask a photo booth rental company to donate their booth for the day.

## **FOOD & DRINKS**

It's a great idea to provide your guests with refreshments. Reach out to local restaurants, grocery stores, bars or caterers to see if they would be interested in sponsoring refreshments.

## **SPONSOR RECOGNITION**

Find creative ways to recognize the generosity of your sponsors before, during, and after your event. Here are some ideas for doing just that:

## **SOCIAL MEDIA**

Use Facebook, Twitter or Instagram to announce and publicize sponsor involvement. Ask sponsors for their logos and give them specific acknowledgements that will help drive business to their retail locations or websites. For instance, you might craft a social media post thanking each sponsor for their contribution and encouraging readers to try their products or services. In general, the higher the value of your sponsor's donation, the more times you should post about them on social media.

## **INVITATIONS**

If you are sending printed invitations

or e-vites for your Etsy Craft Party, include your sponsors' logos. Not only will this give them some extra recognition, it also gives your guests more information about what will be offered at the event.

## **EVENT SIGNS**

Add your sponsors' logos or names to your event signage (signage that includes messages welcoming guests, directing them to the party, instructing them to fill out name tags). You can also create custom signage based on the donation. For instance, if a local caterer donates food for the event, place the sign thanking them for their donation by the buffet.

# Sponsorships

## **SPONSORED EVENT SUPPLIES**

Cash sponsorship allows you to purchase anything you need to host your event. Consider adding sponsors' logos to party supplies that can be customized, including cups, napkins, craft kits or gift bags.

## **POST-PARTY COMMUNICATION**

Offer to include sponsors' logos on post-party communications, including thank you emails to guests after the event or social media posts featuring party photos.

***Disclosure:** Let local sponsors know that, while they are likely to receive recognition and exposure only for your local Etsy Craft Party, they will not receive any national or global recognition through Etsy.*

# Additional Advice

## **EXPLAIN THE REACH OF YOUR EVENT**

Tell sponsors how many guests you plan to invite, how many you expect to attend, and if and how sponsors will be mentioned on the invitations. If this isn't your first event, emphasize how many guests attended last year. If you are going to recognize the sponsor on social media, make sure to tell them how many followers you have on each platform.

## **KNOW YOUR SPONSOR'S TARGET AUDIENCE AND EXPLAIN HOW YOU WILL HELP REACH IT**

It's always beneficial to research any potential sponsors before approaching them.

Knowing their target audience and company goals can go a long way in crafting a successful pitch. If they sell items or services geared toward a certain demographic, highlight your involvement with that group. A local cookie bake shop may not be interested in advertising to your friends from Running Club, but they might value your involvement with the local restaurant association.

By understanding a company's goals, you can tap into how you can help achieve them. Are they trying to grow on social media? Are they a new business that needs more customers? Are they a slightly frowned-upon company looking for good PR? Understand what is valuable to them

in a partnership and explain how you can help them get where they need to go.

## **BE SPECIFIC**

Know what you would like a company to donate and make the request directly. If you are seeking an in-kind donation, specify the exact product or service and the quantity you need to host your event. If your request is monetary, ask for a specific amount. Explain exactly what it will be used for, and if you receive your request, make sure the money is applied to that specific use.

# Additional Advice

## **MAKE SURE YOUR VALUES ARE ALIGNED**

Etsy's mission is to reimagine commerce in ways that build a more fulfilling and lasting world.

Finding companies that are aligned with our values will make them more likely to sponsor your Etsy Craft Party. Now that you have the knowledge you need to get started, we hope you will begin researching potential sponsors for your event. When you are ready to reach out, the template on the next page will help you with contacting your first sponsor.

# Sponsorship Request Template

**Copy and paste this text into the body of your email:**

Etsy Craft Party

Date:

Time:

Hosted by:

Shop Name:

Etsy is a marketplace where people around the world connect, both online and offline, make, sell and buy unique goods. Since 2010, Etsy has hosted Etsy Craft Party, a global celebration of meeting and making. As a local Etsy Craft Party host, I invite you to join the party by sponsoring my local event.

**Customizable section:** Explain the reach of your event, including number of invitations you will send, number of anticipated attendees, number of past Etsy Craft Party attendees and number of social media followers.

**Customizable section:** Identify the ways you will recognize them, including social media, event invitations, Etsy Craft Party signage, and post-event communications.

I hope you will participate in this year's Etsy Craft Party with a donation of [specify what you are asking for]. In exchange for your generosity, we would like to recognize you in the following ways/

provide you with the following benefits: [List out how you will recognize them/what you will provide].



# Etsy Global Craft Party Local Sponsorship Agreement

Company \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

Mailing Address \_\_\_\_\_

I would like to support Etsy Craft Party with a donation of

\_\_\_\_\_

Valued at \_\_\_\_\_

☐ I will mail this item on \_\_\_\_\_

☐ This item can be picked up at \_\_\_\_\_

\_\_\_\_\_ on \_\_\_\_\_

Signature \_\_\_\_\_