



Tennessee Craft seeks support to present the

— *Best of* —
TENNESSEE
CRAFT

**October 29, 2021 -
February 20, 2022**

Tennessee State Museum





TENNESSEE CRAFT

SPONSORSHIP OPPORTUNITIES

Tennessee Craft is the **only organization showcasing the best craft Made in Tennessee today** selected by jurors with national standing. This exhibit will exemplify how the heart, hand and mind can create functional and decorative, contemporary and traditional three-dimensional artwork, accessible to everyone.

The Best of Tennessee Craft exhibit is designed to encourage and reward excellence in craft, with cash awards and recognition that build an artist's résumé and help establish artists within their chosen profession.

Selection into the Best Of exhibit and winning an award puts an artist's work in front of other artists, collectors and a well-respected juror, who can recommend an artist's work for inclusion in other galleries and exhibits, thus propelling an artist's craft career to another level.

Tennessee Craft is a nonprofit, artist-driven organization with the mission to continue and create Tennessee's fine craft tradition.
Learn more at: www.tennesseecraft.org



SPONSORSHIP OPPORTUNITIES

EXCLUSIVE PRESENTING SPONSOR - \$7,000

ON-SITE BENEFITS

- Primary signage at the event, including exhibit title wall
- Primary logo on Exhibit Program
- Meet & greet with artists prior to reception
- Option to name award and to present to winner at reception
- Option to name public program (i.e. demonstration, lecture, workshop)
- Invitations to private collectors viewing hours

MARKETING

Primary logo placement in event marketing, could include:

- Primary logo on reception invitation (distr. 1500)
- Giveaway contest (through email and social media) with craft prize
–OR– sponsor-provided specialty items to increase awareness of company
- Announcement postcard, mailed to 5k members, collectors, art organizations, general public and area businesses
- All press releases
- Social media campaign with 15k followers (Facebook, Twitter and Instagram)
- Email campaign to 6k subscribers (members, supporters and general public)
- Best of Tennessee Craft webpage with link to foundation/company website

AWARD SPONSOR - \$5,600

ON-SITE BENEFITS

- Display your name or company logo next to the best of the best award winners!
- Meet and greet with artists prior to the reception
- Option to present awards at reception
- Invitation to private collectors viewing hours

MARKETING

Logo placement in event marketing could include:

- Reception invitation (distr. 1500)
- Exhibit Program
- All press releases
- Social media campaign with 15k followers (Facebook, Twitter and Instagram)
- Email campaign to 6k subscribers (members, supporters and general public)
- Best of Tennessee Craft webpage with link to foundation/company website

Deadline: July 31, 2021

Contract and company logo(s) are needed by this date to obtain ALL benefits listed



SPONSORSHIP OPPORTUNITIES



OPENING RECEPTION SPONSOR - \$3,000

ON-SITE BENEFITS

- Official sponsor of the private, after-hours opening reception of at the Tennessee State Museum, scheduled for October 29, 2021
- Display your name or company logo in the reception room
- Meet and greet with artists prior to the reception
- Invite your clients to mingle with artists and state legislators with invitations for ten guests

MARKETING

Logo placement in event marketing could include:

- Primary placement on reception invitation (distr. 1500)
- All press releases
- Social media campaign with 15k followers (Facebook, Twitter and Instagram)
- Email campaign to 6k subscribers (members, supporters and general public)
- Best of Tennessee Craft webpage with link to company website



COMMUNITY SUPPORT SPONSOR - \$1,000

ON-SITE BENEFITS

- Invitations to the private opening reception for four guests

MARKETING

Logo placement in event marketing could include:

- Reception invitation (distr. 1500)
- All press releases
- Social media campaign with 15k followers (Facebook, Twitter and Instagram)
- Email campaign to 6k subscribers (members, supporters and general public)
- Best of Tennessee Craft webpage with link to company website



Deadline: July 31, 2021 (Contract and logo(s) are due by this date to obtain ALL benefits listed)



Created in 1965, Tennessee Craft (formerly TACA) works to continue and create Tennessee's fine craft tradition by connecting emerging and experienced makers and the public with resources and opportunities to make their mark on our state's handmade legacy.

As a statewide nonprofit...

...we invest in artists, with scholarships and awards (\$63k in payments to artists in FY2020)

...we give craft a voice, inviting the community to interact with makers and handle their work

...we promote craft's future, through a variety of programs and mentorships that pass on the skills and knowledge needed for a vibrant craft community.

We hope you'll partner with us to achieve this mission.

Kim M. Waag, Executive Director

TENNESSEE
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