

**PARTNERSHIPS**

*by Design*



# The Largest Working Craft Fair in the Southern Hemisphere

The Tasmanian Craft Fair has grown over 42 years to now exhibit over 260 stall holders across 8 sites in Deloraine Tasmania.

We're making our way back to the 2019 numbers of 18,570 attendance by 13,200 individuals with visions to welcome 30,000 attendances including more from interstate by 2026.

Additions to the fair schedule this year include:

- Interactive events such as the Potter's Catwalk
- A returned focus on Australian Feature Artisans
- Makers Workshops and Masterclasses

The event is delivered by the Rotary Club of Deloraine and funds raised have supported:

- the local hospital and aged care facilities
- special needs schools like Giant Steps
- volunteer emergency service equipment
- mental health research and youth suicide prevention,
- tertiary and trade scholarships,
- Rotary programs such as eye camps in Nepal, educating African children, eliminating polio worldwide and more.

The Craft Fair is evolving to maintain its heart and genuine focus on featuring quality artisans with working exhibits while also digitising our promotions, enhancing our sponsorship offerings and increasing attendance from expanded audiences.





## Fast Facts

### VISITOR NUMBERS

Approximately 18,000 - 20,000 attendances per year.

### DATES

The 42nd Tasmanian Craft fair will be held on November 3-6, 2022

### EXHIBITORS

The Craft Fair attracts more than 240 exhibitors every year with the majority from Tasmania and select artisans from abroad.

### TICKETS (2022)

Now valid for all 4 days with early bird discounts through to July 31.

- 9 and under is free
- Children 10-16 \$8 early bird and \$10 regular
- Adult \$18 early bird and \$20 regular
- Family \$45 early bird and \$50 regular

### FEATURES

- The esteemed \$10,000 Premiers Arts Prize
- Addition of new masterclasses
- Working exhibits
- Emerging and featured artists

## Broadening our traditional audience

Around 5 years ago, we connected with a brand agency who came on board as a sponsor to help us transition our marketing and connect with our audiences in the most efficient and effective ways.

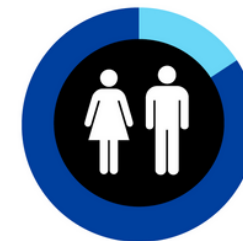
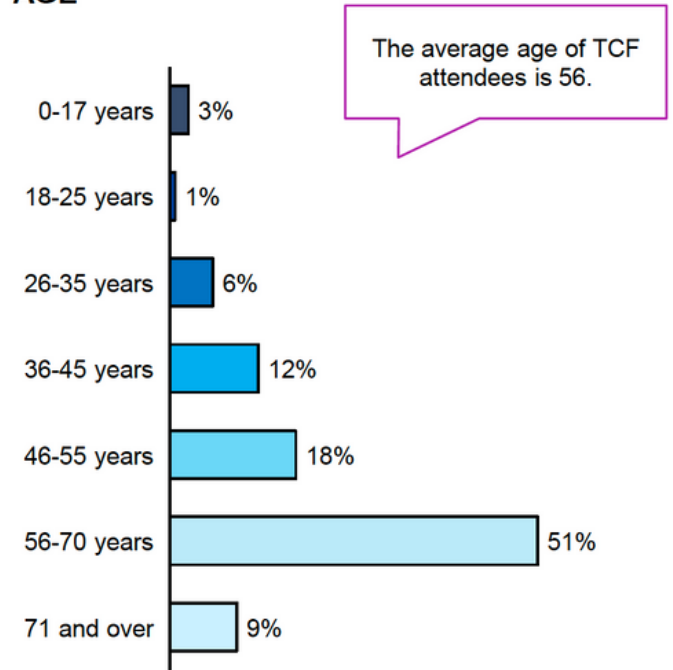
At the time, we understood there was a perception that the craft fair was for young ladies to take their mum out for an outing to see doilies and knitting. While we still have doilies and knitting, we know that artisans and crafts connect with much broader audiences.

While COVID gave us a few distractions, we're still working to grow these extra markets

- Young families by promoting the broad entertainment activities
- Males of all ages by highlighting the broader working crafts and foods
- Younger females with an increased focus on jewellery, fashion and design
- Hobbyists wanting to learn more through our masterclasses
- Interstate markets in a staged approach starting with Victoria and then to South Australia and New South Wales

We're building the Tasmanian Craft Fair to earn a reputation as a 'must do' in the Australian events calendar.

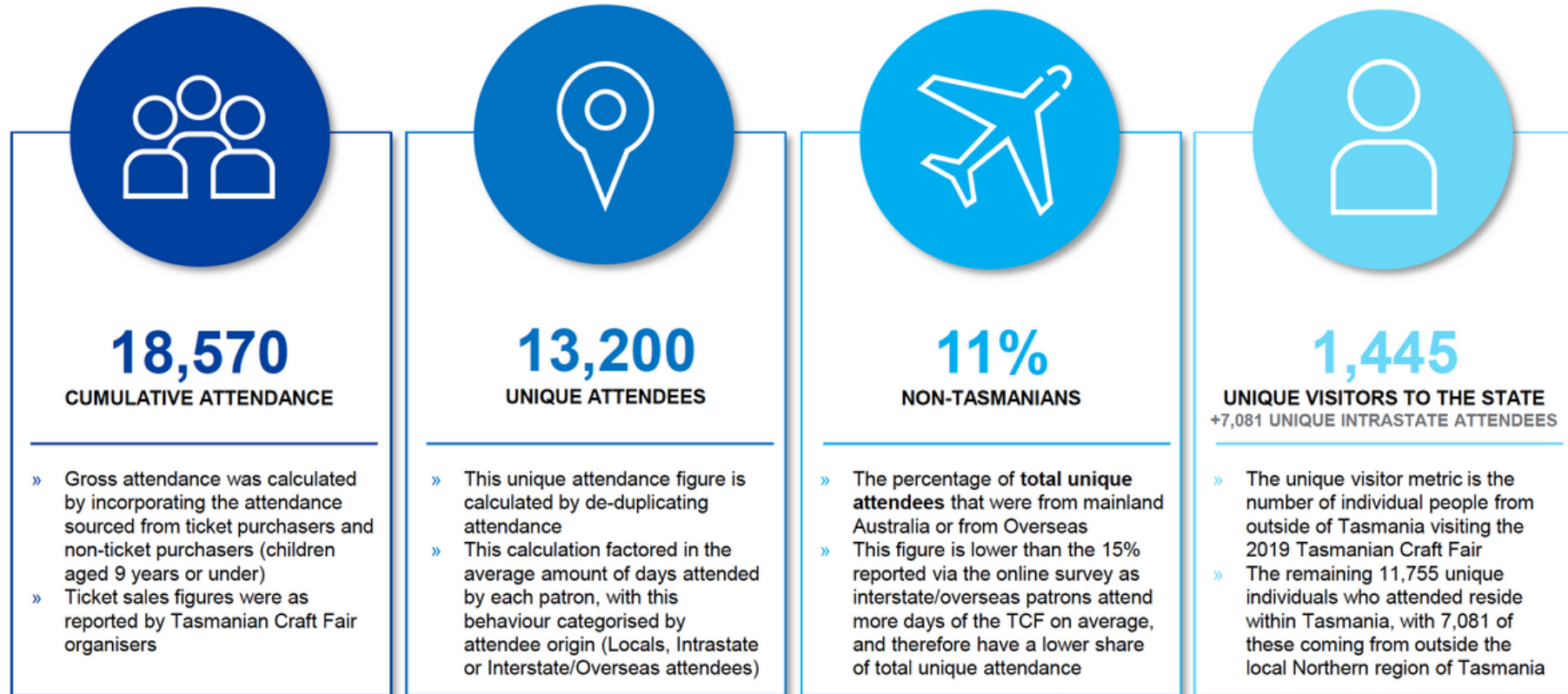
### AGE



84% Female  
16% Male

# Attendee Locations from the last 'normal' Craft Fair in 2019

This project by Nielsen was delivered with the support of Events Tasmania as we grow the significance of this event on a national scale.



Source: Nielsen Sports, 2019



# Habits and Behaviours

The Tasmanian Craft Fair is a significant driver of visitation to the local area.



**45%**

Of interstate/overseas attendees stated that their **main reason** for travelling to the region was to attend TCF



**59%**

Of interstate/overseas attendees who visited Tasmania for other reasons were **aware of TCF** prior to booking their trip



**90%**

Of interstate/overseas attendees said that they are **intend to return** to Tasmania in the future



**42%**

Of interstate/overseas attendees who are likely to return said that they will do so **within the next 12 months**



**26%**

On average, 26 per cent of attendees posted about their experience at TCF **via social media**



**98%**

Of interstate/overseas attendees stated that TCF **effectively promoted Deloraine** as a Tasmanian destination



**64%**

Of 2019 TCF patrons are **likely to attend** TCF in the future



**24%**

On average, 24 per cent of attendees **initial awareness** of TCF was via word of mouth

## Tailored Sponsorships by Design

While funds raised by the Craft Fair do go toward philanthropic causes, we understand businesses need to justify a commercial return on their investment.

With that in mind we've crafted:

### A STANDARD TABLE OF BENEFITS

This includes tickets, placement across our printed and digital assets, naming rights to different areas of the event such as venues or masterclasses (or exclusive event naming rights), through to inclusion in our programs and TV and print ads.

### TAILORED OPPORTUNITIES

The standard table of benefits on the following page lists a 'Tailored shopping budget'. You can use this budget to add other marketing opportunities to your package on a first in best dressed basis.

### MULTI-YEAR BONUS

Sign for 3 years and receive 50% off the third year. We can also invoice in instalments.



## Standard Table of Benefits

Benefits	Presenting Partner	Major Sponsor	Feature Sponsor	Supporter
Naming Rights	Whole event	1 of 8 Venues	Sponsor a feature	
Sponsor Signage	Beside TCF + Rotary logos	Top line in grid	Main grid	Main grid
Free Entry Passes	50 adult + 20 family	20 adult + 10 family	10 adult + 5 family	5 adult + 2 family
Awards Cocktail Party	Table of 10 guest	4 tickets	2 tickets	
Website Promotion	Front page 'presented by'	Top line in grid	Main logo grid	Main logo grid
Social Media mentions	Cover image plus 3 posts	2 FB & IG posts	2 FB & IG posts	1 FB and IG post
Email Database	Feature article	Article	Logo included	Logo included
Printed Program Advert	Half Page + welcome	Half Page	Quarter Page	Logo
Radio Advert	"Proudly supported by"			
Newspaper and TV Adverts	Beside TCF + Rotary logos	Newspaper & TV		
Tailored Shopping Budget	\$5,000 to spend	\$3,000 to spend	\$1,000 to spend	
<b>Minimum Investment</b>	\$25,000+	\$10,000+	\$5,000+	\$2,500+



# Extra Opportunities Shopping List

## BOOTHS

These are general exhibition spaces at the craft fair - positions are normally reserved only for exhibitors.

- 3m x 3m - \$590
- 3m x 4.5m - \$895
- 3m x 6m - \$1025

## CUSTOM EXHIBITION SPACES

If you have a travelling exhibition that needs a larger space, we're happy to negotiate dependent on the 'attraction' value to our guest experience. Average charge is \$80sqm with options for prime placements.

## PROGRAM ADVERTISING

Approximately 6000 programs are distributed across Tasmania and are available for download online.

- 1/4 page ad - \$750
- 1/2 page ad - \$900
- Full page ad - \$1250

## SOCIAL MEDIA ASSETS

We offer a range of social media engagement tools and can arrange a tailored campaign.

Facebook as our main platform reaches an average of 3000 individuals each day.

We can put together a combination that will tell your story over time, and include 'paid' ad options for expanded reach and targeting. Content to be supplied by client.

Example fees:

- FB and IG post - \$300
- IG Reel and post - \$400
- FB and IG story - \$250
- Facebook Cover - \$300/month

## EMAIL SHOUT OUT

Sponsorship tiers enjoy different email benefits however if you would like to deliver a specific message or offer to our 10,000+ email database, we have 4 spots available.

- Email article - \$800

## WEBSITE BANNER

Over 60,000 visits happen to our website each year. A banner on our site home page between August - November will capture a minimum of 40,000 views.

Website banner - \$3,000

# Let's craft your sponsorship...

We'd love to discuss the possibilities on how to activate your brand and connect with our audiences at the Tasmanian Craft Fair.

With new marketing features being launched, it's a great time to get in early.

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