



HANDMADE ARCADE Holiday Market

2023 Sponsorship Opportunities

Contact:
Tricia Brancolini-Foley
Executive Director
(412) 654-3889
tricia@handmadearcade.org
handmadearcade.org

Advertise your business and support Pittsburgh's creative community!

**2023 Holiday Market
December 1—2**

David L. Lawrence Convention Center

11,000+ Shoppers in 2022



Aerial View, Holiday Market 2022 • Photo by Kitoko Chargois

Handmade Arcade is the spark that ignited Pittsburgh's robust maker community.

Handmade Arcade operates as a 501(c)3 nonprofit whose programming significantly impacts Pittsburgh's local creative economy

For 18 years, Handmade Arcade has produced the region's most highly anticipated Holiday Market.

Annually, over 10,000 shoppers come from all over Southwestern Pennsylvania, Ohio, and West Virginia to buy one-of-a-kind, locally produced, handcrafted holiday gifts.

In addition to recognition at the market, sponsors will reach tens of thousands of tech-and-art-savvy shoppers this holiday season through our popular virtual catalog.

Handmade Arcade Has

f 14,100+ followers

📷 14,600+ followers

✉ 14,640+ subscribers

Handmade Arcade advertises the Holiday Market digitally, on air, in print, and with coordinated press coverage—resulting in hundreds of thousands of impressions throughout Southwestern Pennsylvania, Ohio, and West Virginia each year.

Your sponsorship allows Handmade Arcade to provide craft-based artists, designers, and makers with opportunities to reach new communities and build a thriving creative business.



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\$5,000 HANDS-ON HANDMADE HOST • ONLY ONE AVAILABLE

Hands-on Handmade (HOHA) is the participatory element of the holiday market. Your sponsorship supports large-scale demonstrations and make-and-take projects from individual artists, arts organizations, student groups, and others.

BENEFITS INCLUDE:

Naming Rights

- Company name + logo listed on all HOHA promotions
- One customized thank you sign at entrance to HOHA

Press

- Sponsorship highlighted in two press releases

Advertising

- Logo featured on social media ads and print poster
- Full-page ad in the printed program
- Half-page ad in the digital program

In-person Event

- 20-foot-by-10-foot booth at the Holiday Market
- Logo featured on large printed sponsorship sign
- Ten passes to the Friday Night Happy Hour
- Ten passes to the Early Bird shopping

Blog

- One dedicated blog post shared on social media
(300 words, content, and images provided by the sponsor)

Social Media

- Highlighted and tagged in Facebook and Instagram posts
- Tagged as a sponsor on the Facebook event
- Mentioned in a sponsor-themed Instagram story
- One-day Instagram takeover (One post, up to six stories)

Email

- One dedicated email highlighting sponsorship
- 600 x 200 banner ads in two emails

Website

- Dedicated page for your business in Virtual Catalog
- Logo with link on Handmade Arcade's homepage, holiday market event pages, and sponsor page



2022 Hands-on Handmade · Photos by Kitoko Chargois
Top: AIR Screenprinting Free Gift Wrap
Middle: Union Project Demonstrating Wheel Throwing
Bottom: Attendee Making a Holiday Card



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\$2,500 NAMING RIGHTS SPONSOR LEVELS • THREE AVAILABLE

FRIDAY NIGHT HAPPY HOUR HOST

The Friday Night Happy Hour celebrates our creative community with drinks, shopping, and more. Attendees meet the makers in an intimate setting and browse the market before anyone else.

EARLY BIRD SHOPPING HOST

A Handmade Arcade fan favorite, our Early Bird event is a chance to shop from makers before the full event opens to the public, allowing you to browse slowly, talk to the makers and support our year-round programming.

YOUTH MAKER ALLEY HOST

Support the region's Youth Makers! Handmade Arcade's Youth Maker Accelerator program will host 10+ individual youth makers (ages 13 to 19), Entrepreneurial Classrooms (grades 3 to 12), along with youth maker demonstrators.

BENEFITS INCLUDE:

Naming Rights

- "COMPANY NAME is the proud sponsor of the Friday Night Happy Hour / Early Bird Shopping / Youth Maker Corridor" on promotions
- Logo on promotions

Press

- Sponsorship highlighted in two press releases

Advertising

- Logo featured on social media ads and print poster
- Half-page ad in the printed program
- Half-page ad in the digital program

Email

- 600 x 200 banner ad in two emails
- Highlighted story in eblast (80 words, content, and one image provided by the sponsor)

Social Media

- Highlighted and tagged in Facebook and Instagram posts
- Tagged as a sponsor on the Facebook event
- Mentioned in a sponsor-themed Instagram story
- One-day Instagram takeover (One post, up to six stories)

In-person Event

- 20-foot-by-10-foot booth at the Holiday Market
- Logo featured on large printed sponsorship sign
- Eight passes to the Friday Night Happy Hour
- Six passes to the Early Bird shopping

Website

- Dedicated page for your business in Virtual Catalog
- Logo with link on Handmade Arcade's homepage, holiday market event pages, and sponsor page



2022 Youth Maker Alley • Photo by Kitoko Chargois



Shoppers, Holiday Market 2022 • Photo by Kitoko Chargois



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\$1,250 TOP TIER EVENT PACKAGE • ONLY 10 AVAILABLE

BENEFITS INCLUDE:

Press

- Sponsorship highlighted in two press releases

Advertising

- Name listed on print poster
- Quarter-page ad in the printed program
- Quarter-page ad in the digital program

In-person Event

- 10-foot-by-10-foot booth at the Holiday Market
- Logo featured on large printed sponsorship sign
- Four passes to the Friday Night Happy Hour
- Four passes to the Early Bird shopping

Social Media

- Highlighted and tagged in Facebook and Instagram posts
- Tagged as a sponsor on the Facebook event
- One-day Instagram takeover (*One post, up to six stories*)

Email

- 300 x 250 banner ad in two emails

Website

- Dedicated page for your business in Virtual Catalog
- Logo with link on Handmade Arcade's homepage, holiday market event pages, and sponsor page

\$500 SECOND TIER EVENT PACKAGE

BENEFITS INCLUDE:

Advertising

- Quarter-page ad in the printed program
- Linked logo in the digital program

In-person Event

- Logo on large printed sponsorship sign
- Four passes to the Friday Night Happy Hour
- Four passes to the Early Bird shopping

Social Media

- Logo and tagged on sponsor thank you posts
- Tagged as a sponsor on the Facebook event
- Instagram story takeover (*Up to four stories*)

Email

- Logo link in two emails

Website

- Dedicated page for your business in Virtual Catalog
- Logo with link on Handmade Arcade's homepage, holiday market event pages, and sponsor page

\$250 THIRD TIER EVENT PACKAGE

BENEFITS INCLUDE

Advertising

- Logo with contact information in the printed program
- Linked logo in the digital program

In-person Event

- Name on large printed sponsorship sign
- Two passes to the Friday Night Happy Hour
- Two passes to the Early Bird shopping

Social Media

- Logo and tagged on sponsor thank you post
- Tagged as a sponsor on the Facebook event

Email

- Logo with link in one email

Website

- Dedicated page for your business in Virtual Catalog
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Shopper, Holiday Market 2022 • Photo by Kitoko Chargois

Past Press Coverage Includes

- BuzzFeed
- Condé Nast Traveler
- Craft Industry Alliance
- KDKA: Pittsburgh Today Live
- Kidsburgh
- Mt. Lebanon Magazine
- Next Pittsburgh
- Pittsburgh City Paper
- Pittsburgh Magazine
- Trib LIVE
- WTAE
- WPXI and PCNC-TV
- 90.5 WESA Pittsburgh's NPR News Station
- and more!

Handmade Arcade is committed to uplifting Pittsburgh's creative community!

Handmade Arcade plans to again:

- Host over 250 makers, artists, and craftspeople
- Welcome 10,000+ attendees
- Create an exciting, interactive Hands-on Handmade Area
- Collaborate with like-minded nonprofits
- Welcome local education and art organizations
- Advertise across the region online, in print, and on air
- And more! Stay tuned as we announce details.



Prachi's Bohemian Art , Holiday Market 2022 • Photo by Kitoko Chargois

We will consider sponsor trades!

Email your trade proposal to tricia@handmadearcade.org

Handmade Arcade is a 501(c)(3) nonprofit organization.

Sponsorships and in-kind donations over \$250 to Handmade Arcade are tax deductible as charitable contributions.



Handmade Arcade's executive director with members of the all-volunteer board of directors and advisory committee, Holiday Market 2022 • Photo by Kitoko Chargois