

# Strategic Partnership Program

# The Heart of Creativity

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The Association For Creative Industries (AFCI) is the premier trade association for the global creative arts products industries. We represent the companies that provide products and services to educate, entertain and inspire creative consumers.

## **Membership**

2,000+ companies from 60+ countries

50,000+ individuals

1,700+ small business owners

900+ retail businesses

450+ manufacturing businesses

500+ designers, educators and digital content creators

## **Top 10 Roles of Individual Members**

Business Owner

CEO

Retail Buyer

Product Development

Sales Professional

Marketing Professional

Merchandising Manager

Designer

Digital Content Creator

Trade Show Manager



# A \$43+ Billion Industry

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We foster creativity, business growth and inclusiveness to stimulate industry success.

## Top 5 Crafts (% Spend)

Painting and Drawing – 16.9%

Kids Crafts – 16.7%

Edible Arts – 15.9%

Sewing and Fabric – 10.9%

Paper Crafts – 10.4%

## Household Participation

63% of U.S. households participated in at least 1 activity over the past 12 months

## Demographics

**Gender:** Male participation is growing, representing 40% of crafters

**Age:** Compared to the U.S. population, crafters tend to be younger across all activities, 18-24 years represent 35%, 35-54 years represent 37%, 55+ years represent 28%



# Our Partnership

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- ✓ Create awareness and visibility for your business
- ✓ Drive sales and expand distribution opportunities
- ✓ Strengthen the perception of your business as a player in the creative arts products industry
- ✓ Reach thousands of new prospects
- ✓ Provide access to targeted attendees at Association events
- ✓ Stay abreast of the latest trends and research



# Bronze Partner - \$10,000

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## Total Value - \$12,000 5 Available

- Announcement of partnership in AFCI member newsletter
- Recognition as Strategic Partner on AFCI website and Creativation website
- Banner ad on AFCI website for six months (\$1,500 value)
- One 10'x10' booth space at Creativation (\$3,395 value)
- One half-page ad per year in CIT, the quarterly premier industry publication (\$1,170 value)
- Shared Creativation event sponsor signage and recognition at event
- Floorplan designation as Bronze Partner
- Free access to Creativation for two members of your team (\$900 value)
- Access to industry research produced by AFCI (\$3,995 value)
- Complimentary subscription to CIT, the premier industry publication, published quarterly
- Acknowledgement of your partnership at the Annual Member Meeting

# Silver Partner - \$20,000

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## Total Value - \$25,000

### 3 Available

- Announcement of partnership in AFCl member newsletter
- Recognition as Strategic Partner on AFCl website and Creativation website
- Banner ad on AFCl website for one year period (\$3,000 value)
- One priority listing in AFCl Creative Products Industry Buyers Guide (\$600 value)
- One 10'x10' booth space reserved at Creativation (\$3,395 value)
- Free access to Creativation for two members of your team (\$900 value)
- Shared Creativation event Sponsor signage and recognition at event
- Floorplan designation as Silver Partner
- Access to industry research produced by AFCl (\$3,995 value)
- Complimentary subscription to CIT, the premier industry publication, published quarterly
- Acknowledgement of your partnership at the Annual Member Meeting
- One full-page ad in CIT, twice per year (\$3,340 value)
- Feature article in Member Newsletter (\$2,700)
- Direct e-mail to selected target audience, twice per year (\$3,000 value)

# Gold Partner - \$25,000

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## Total Value - \$35,000 2 Available

- Announcement of partnership in AFCI member newsletter
- Recognition as AFCI Strategic Partner on AFCI website and Creativation website
- Feature article in Member Newsletter
- Access to the online AFCI Membership Directory and other AFCI member benefits
- One 10'x10' booth space reserved at Creativation (\$3,395 value)
- Half-page, four color Creativation Show Directory advertisement (\$1,170 value)
- Shared Creativation event Sponsor signage and recognition at event
- Floorplan designation as Gold Partner
- Access to industry research produced by AFCI (\$3,995 value)
- Banner Ad on AFCI website for one year (advertisement may be unique each time) (\$6,000 value)
- Advertorial in CIT Magazine, with mention of partnership (\$3,450 value)
- Featured content in AFCI blog, twice per year (\$1,500 value)
- One full-page ad in CIT, four times per year (\$6,220 value)
- Direct e-mail to selected target audience, once per quarter (\$6,000 value)
- Free access to Creativation for four members of your team (\$1,800 value)
- Opportunity to sponsor branded content webinar to members (\$2,995 value per webinar)
- Introductions to key industry leaders. Free access to all ticketed Creativation events.
- Reserved sponsor seating at key Creativation events
- Complimentary subscription to CIT, the premier industry publication, published quarterly
- Acknowledgement of your partnership at the Annual Member Meeting

# Platinum Partner - \$50,000 (greatest savings!) 8

## Total Value - \$70,000 1 Available

- Announcement of partnership in AFCI member newsletter
- Recognition as AFCI Strategic Partner on AFCI website and Creativation website
- Feature article in Member Newsletter
- Access to the online AFCI Membership Directory and other AFCI member benefits
- One 10'x10' booth space reserved at Creativation (\$3,395 value)
- Full page, four color Creativation Show Directory advertisement (\$1,725 value)
- Shared Creativation event Sponsor signage and recognition at event
- Floorplan designation as Platinum Partner
- Access to industry research produced by AFCI (\$3,995 value)
- Banner Ad on AFCI website for one year (advertisement may be unique each time) (\$6,000 value)
- Advertorial in CIT Magazine, with mention of partnership (\$3,450 value)
- Featured content in AFCI blog, four times per year (\$3,000 value)
- One full-page ad in CIT, four times per year (\$6,220 value)
- Direct e-mail to selected target audience, six times per year (\$9,000 value)
- Free access to Creativation for four members of your team (\$1,800 value)
- Introductions to key industry leaders. Free access to all ticketed Creativation events.
- Reserved sponsor seating at key Creativation events
- Opportunity to sponsor branded content webinar (\$2,995 value per webinar)
- Complimentary subscription to CIT, the premier industry publication, published quarterly
- Acknowledgement of your partnership at the Annual Member Meeting
- Opportunity to co-brand select research studies (\$15,000 value)



# Partner with Us

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## Contact

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