



Sponsorships

Contributions help extend our programming to more than 9,000 fiber artists and art enthusiasts through our various programs and sustains our programs at their highest level of artistic and educational excellence.

We understand that the dollars you spend need to bring the maximum benefit to your company. Corporate sponsors are offered exclusive benefits and services based on their level of contribution. These packages are carefully structured at each level to provide the maximum visibility and the greatest mutual benefit, but can be tailored to meet your organization's philanthropic or marketing objectives. For more information, please contact our Marketing and Advertising Manager at (678) 730-0010.

All Sponsors will receive the following recognition in addition to the items listed in the packages:

- Name recognition on HGA's webpage as Sponsor and logo and link to your website
- Logo and name recognition on approximately 7,000 Convergence® Conference and Gallery Guides
- E-Blast sent to HGA's mailing list of more than 9,000 promoting your sponsorship
- Post recognizing your sponsorship on HGA's Facebook page (3,700+ followers)
- Tweet recognizing your sponsorship from HGA's Twitter account (1,340 followers)
- Post recognizing your sponsorship on HGA's Instagram account (790 followers)
- Tax-deductible receipt letter for the amount of your donation less goods & services received

Sponsorship Packages

Fashion Show Sponsor (\$15,000)

The most popular event at HGA's Convergence®, the Fashion Show plays to an audience of more than 700 attendees.

- Name recognition on tickets and in email sent to attendees confirming ticket purchase
- Name recognition and logo on video screen prior to the Fashion Show
- Name recognition and/or logo on Fashion Show Art Exhibit prospectus
- Name recognition on email confirmation sent to artists entering the show
- Recognition on-stage during the Fashion Show with opportunity for brief comments
- Logo and name recognition on approximately 700 Fashion Show Programs and all Fashion Show advertisements
- Logo and name recognition in approximately 4,000 *Shuttle Spindle and Dyepot* magazines when exhibit is a featured article
- Opportunity to host a VIP reception at the Peppermill Reno Resort in conjunction with HGA's Convergence®*
- Invitation for four (4) to attend the *Friend* Donor Luncheon with Jason Collingwood and the Fiber Trust Reception
- Name recognition on Facebook photo album promoting the exhibit (3,700+ followers)
- Name recognition on sponsor signage at the Fashion Show entrance and at the Art Exhibit entrance
- Ten (10) Complimentary Convergence® Value Packages (CVP's)
- Complimentary tickets for ten (10) guests to attend the Fashion Show and complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits
- Reserved seating at the Fashion Show for your twenty (20) guests

Keynote Presentation Sponsor (\$5,000)

HGA will announce the location of the 2020 Convergence® and Jason Collingwood will give his keynote presentation to an audience of more than 700 attendees.

- Identification as sponsor at beginning of Keynote Presentation
- Invitation for two (2) to attend the *Friend* Donor Luncheon with Jason Collingwood and the Fiber Trust Reception
- Name recognition on tickets and in email sent to attendees confirming ticket purchase
- Name recognition and logo on video screen prior to the Keynote Presentation
- Name recognition on sponsor signage at the Keynote Presentation entrance



Sponsorships

- Complimentary tickets for ten (10) guests to attend the Keynote Presentation and complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits
- Reserved seating at the Keynote Presentation for your 10 guests

Convergence® Tote Bag Sponsor (\$4,000)

Convergence® Tote Bags are given to all attendees who purchase a Convergence® Value Package and are sold on the HGA Website and in the Marketplace at the HGA Booth. Attendees use these bags throughout the conference to carry their supplies.

- Name recognition and/or logo on more than 700 Convergence® Tote and Goody Bags
- Name recognition on sponsor signage at Registration for the first four days of the conference
- Identification as sponsor at beginning of Fashions Show and Keynote Presentation
- Complimentary Day Passes for twenty (20) guests to attend the Marketplace and Art Exhibits

Marketplace Demonstration Stage Sponsor (\$3,000)

Located in the Convergence® Marketplace, the Demonstration Stage features a full schedule of four (4) days of activities and presentations that take place during Marketplace hours. More than 1,500 attendees will visit the Marketplace multiple times.

- Banner with sponsor's logo and name hung on the Marketplace Demonstration Stage recognizing your sponsorship
- Name recognition on all Demonstration Stage schedule signage at the entrance to and throughout the Marketplace
- Announcements in the Convergence® Marketplace recognizing sponsorship
- Complimentary day passes for 20 guests to attend the Marketplace, includes admission to the Art Exhibits

Art Exhibit Sponsor (\$2,500)

Convergence® Art Exhibits are juried by a reputable artist from within the field. We receive hundreds of entries from artists who live across the globe. These shows take place at Convergence® over 7 days and are visited by more than 1,500 attendees and are featured in an article in HGA's Shuttle Spindle and Dyepot magazine.

- Sponsor will have their choice from the following Exhibits:
 - a. Mixed Media
 - b. Yardage
 - c. Basketry
- Recognition at the exhibit's awards presentation, attended by approximately 700
- Logo and name recognition in approximately 4,000 *Shuttle Spindle and Dyepot* magazines when exhibit is a featured article
- Name recognition and/or logo on Art Exhibit Prospectus
- Name recognition on email confirmation sent to artists entering the show
- Name recognition on sponsor signage at Art Exhibit entrance
- Name recognition on Facebook photo album promoting the exhibit (3,700+ followers)
- Complimentary Day Passes for ten (10) guests to attend the Art Exhibit, includes all day access to Marketplace

Fiber Trust Reception Sponsor (\$2,000)

Invitation to this reception is reserved for our most valued supporters who have donated \$100 or more to HGA's Fiber Trust.

- Name recognition and/or logo on more than 200 mailed Invitations and emails
- Identification as sponsor at the beginning of the Reception
- Name recognition on sponsor signage at Fiber Trust Reception entrance

Vendor Hospitality Sponsor (\$2,000)

Wholesalers and distributors exhibit in the Convergence® Marketplace. The Hospitality suite is open each day during the Marketplace for vendors to grab a snack, put their feet up, or find a moment of peace during a hectic conference.

- Opportunity to promote services or merchandise to conference vendors
- Name recognition on email confirmation sent to vendors exhibiting in the Marketplace
- Name recognition on sponsor signage at Hospitality Suite entrance
- Complimentary Day Passes for ten (10) guests to attend the Marketplace and Art Exhibits

Regional Meet & Greet Networking Event Sponsor (\$1,500)

A new event, kicking off the conference, attendees meet and mingle while learning about regional conferences, guilds & educational resources available in their home region.



Sponsorships

- Announcements in the Convergence® Marketplace and at the Fashion Show recognizing sponsorship
- Name recognition on sponsor signage at Networking event entrance
- Complimentary Day Passes for fifteen (15) guests to attend the Networking event, includes all day access to Marketplace and Art Exhibits on the day of the event

Leaders Exhibit Sponsor (\$1,000)

The Leaders Exhibit features the work of Leaders teaching at Convergence®. This show takes place at Convergence® over 7 days and is visited by more than 1,500 attendees. The show is featured in the Conference and Gallery Guide.

- Name recognition on Facebook photo album promoting the exhibit (3,700+ followers)
- Name recognition on sponsor signage at Art Exhibit entrance
- Complimentary Day Passes for ten (10) guests to attend the Art Exhibit, includes all day access to Marketplace

Sheep to Shawl Sponsor (\$600)

A new event produced in partnership with the Conference of Northern California Handweavers (CNCH), this 5-hour event taking place in the Convergence® Marketplace is expected to draw a large crowd.

- Name recognition on email confirmation sent to registered participants
- Recognition during the Sheep to Shawl awards presentation
- Announcements in the Convergence® Marketplace recognizing sponsorship
- Name recognition on sponsor signage at the Sheep to Shawl competition
- Complimentary Day Passes for ten (10) guests to attend the Sheep to Shawl competition, includes all day access to Marketplace and Art Exhibits on the day of the event

Twilight Madness Sponsor (\$500)

Twilight Madness is an unopposed evening shopping experience in the Convergence® Marketplace.

- Announcements in the Convergence® Marketplace recognizing sponsorship
- Name recognition on sponsor signage at the entrance to the Convergence® Marketplace during Twilight Madness
- Complimentary Day Passes for ten (10) guests to attend Twilight Madness, includes all day access to Marketplace and Art Exhibits on the day of the event

Strut Your Stuff Informal Fashion Show Sponsor (\$400)

Taking place on the Marketplace stage and open to all attendees, participants walk the stage and show off a piece of their wearable art while an MC shares the piece's details. This popular event draws about 100 participants and many more who watch.

- Recognition on-stage during Informal Fashion Show
- Logo and name recognition on participant entry forms
- Name recognition on email confirmation sent to registered participants
- Name recognition on sponsor signage at the Informal Fashion Show

Open Portfolio Sponsor (\$300)

A new event targeting primarily college students in accredited fiber arts programs, this event is expected to draw participants interested in having fiber art professors and professional artists critique their work as well as curious onlookers.

- Name recognition on email confirmation sent to registered participants
- Name recognition on sponsor signage at the Open Portfolio session
- Complimentary Day Passes for ten (10) guests to attend Open Portfolio, includes all day access to Marketplace and Art Exhibits on the day of the event

Kitchen Towel Exchange Sponsor (\$200)

A new event, participation in the Kitchen Towel Exchange is open to all conference attendees with advance registration.

- Name recognition on email confirmation sent to registered participants
- Name recognition on sponsor signage at the Kitchen Towel Exchange

**Subject to availability*