

# Quilt, Craft & Sewing Festivals MARKETING PACKAGE

While other shows have been struggling to fill the aisles, Rusty Barn Promotion Group Inc. has seen continued success and steady growth over the last 23 years, frequently setting new attendance records at their shows.

## WHAT SETS RUSTY BARN SHOWS APART?

- **UNEQUALED ADVERTISING AND PROMOTION** — The Quilt, Craft & Sewing Festivals are supported by the largest advertising and promotion budget per booth of any promoter in our industry.
- **INCREASED EXHIBITOR PROFIT** — A substantially larger promotion and advertising budget, in addition to our target-oriented promotion efforts, means more pre-qualified and ready-to-buy consumers at your show. This means increased exhibitor profit.
- **EXPERIENCED, PROFESSIONAL MANAGEMENT** — Rusty Barn management team members possess extensive promotion and marketing backgrounds and experience, in addition to a commitment to quality and excellence.
- **COMMITMENT TO EXCELLENCE** — The Rusty Barn Promotion Group is committed to providing our exhibitors and our attendees with the highest quality events possible. Those who have participated in a Quilt, Craft & Sewing Festival know these events are well organized and have some of the highest attendee to booth ratios in the industry.
- **INCOMPARABLE VISIBILITY & VALUE** — Make your advertising dollars count! Your logo will reach hundreds of thousands of targeted consumers across the Rocky Mountain West, because Rusty Barn promotes not just one show each year, but 14. This is the best bang-for-the-buck you'll get out of your dollar for a fraction of what other advertising would cost.



Attendees line up for entry at one of our popular regional Festivals.  
Visit [www.quiltcraftsew.com](http://www.quiltcraftsew.com) for more information.



**Rusty Barn promotes 14 Quilt, Craft & Sewing Festivals per year in the Western United States.**

Phoenix, AZ	Castle Rock, CO
Albuquerque, NM	Roseville, CA
Sacramento, CA	Scottsdale, AZ
Portland, OR	Pleasanton, CA
Boise, ID	Puyallup, WA
Salt Lake City, UT	Tucson, AZ

***The Quilt, Craft & Sewing Festivals are supported by the largest advertising and promotion budget of any sewing, quilting or craft promoter.***

## ADVERTISING & PROMOTION AVENUES

- Targeted direct mail
- E-mail newsletters
- Local and regional sewing, quilting and craft store coupon distribution
- Targeted e-mail campaigns
- Social media



**RUSTY BARN**  
PROMOTION GROUP INC.

**[www.quiltcraftsew.com](http://www.quiltcraftsew.com)**

# Quilt, Craft & Sewing Festivals MARKETING PACKAGE

Regional Quilt, Craft & Sewing Festivals, presented by the Rusty Barn Promotion Group, are a great way to advertise and showcase your own business. Take advantage of our solid attendee base and advertising outreach by becoming a Platinum Partner.

## Platinum Package – \$15,000

### Or just \$12,000/year with a 3-year contract

Platinum partnerships are limited to a maximum of 12 partners per year — first come, first served.

## INCLUDED IN THE ANNUAL PLATINUM MARKETING PACKAGE (duration 12 months):

- **Logo recognition on all direct mail pieces** for all Rusty Barn shows (average of 45,000 targeted mailing addresses sent out for all 14 shows for a total of 630,000 postcards)
- **Logo recognition on all promotional coupons** for each of the 14 shows in local fabric / quilting / craft stores (50,000 - 100,000 in each area)
- **Logo recognition on all e-mail campaigns** (approx. 25,000 targeted e-mails sent five times per show for all 14 shows totaling 1,750,000 impressions)
- **One exclusive e-mail campaign** at a scheduled time of your choosing (135,348 targeted e-mails with an average open rate of 21%)
- **Logo recognition on all Rusty Barn e-mail campaigns through FW Media** (average of 9,500 e-mails sent out for all 14 shows totaling 133,000 impressions with an average open rate of 25%)
- **Logo recognition on [www.quiltcraftsew.com](http://www.quiltcraftsew.com)** (245,000 unique visitors to the website per year, of which 69% are direct traffic from printed mailers and coupons)
- **Logo recognition on the Rusty Barn Facebook page** (nearly 60,000 followers and growing by 1,000 monthly—recent posts have reached as many as 190,000 people)
- **Half-page color ad in online show program and logo recognition in printed show program** for all 14 shows
- **Logo recognition on exclusive signage at main entrance** for all 14 shows

## Hear what people are saying about the Rusty Barn shows:

*“The Phoenix Quilt Craft & Sewing Festival is the best way for us to reach thousands of sewing enthusiasts in the valley. We look forward to this event yearly as it is the largest gathering of people who have interest in our products. **Thanks to the Rusty Barn show we have grown our business to the top in the industry.** Can’t wait until the next show.”*

— Darren Mulqueen, owner  
Mulqueen Sewing & Vacuum Centers AZ

*“Quality Sewing and Vacuum has been working with the Rusty Barn promotion group for over 10 years. We have had great success at every show. In the past 7 years we have participated in 11 Rusty Barn consumer events with great success. Without exception we posted excellent sales at all of these shows. **We have participated as a sponsor at every show and consider that investment money well spent.** Rusty Barn’s marketing has always provided us with plentiful prospects, ready to spend money. Beyond marketing, Rusty Barn shows are always well organized and well run from set-up to break down.”*

— Paul LaPonte, president  
Quality Sewing & Vacuum Centers

*“For the past 14 years, my company has participated in the Rusty Barn Sewing and Craft Shows in Southern California. The shows are well attended and support the sewing industry by inspiring customers to see new products and continue in their hobbies. Shows like theirs help us sell sewing and embroidery machines including top-of-the-line sewing and quilting models. **Rusty Barn has the promotion of our industry as a priority, and the needs of the independent sewing machine dealer at their utmost concern.**”*

— George Moore, president  
Moore’s Sewing Center

*“You put on a great show!! Your numbers are always up and your customers look happy—and especially the way you treat your vendors is world class! All our promoters that come to our venue should stand up and look your way on how to have a successful event!”*

— Sandee Fancher, event manager  
Fairplex

# Quilt, Craft & Sewing Festivals

## PARTNERSHIP CONTRACT

**Rusty Barn Promotion Group**  
**www.quiltcraftsew.com**

If you are interested in joining our elite Platinum Partner team please fill out the form below. Payment terms and availability apply. We are excited to include you in our promotions!

### PARTNER INFORMATION

*Please Print:*

Contact Name \_\_\_\_\_ Web URL \_\_\_\_\_

Company Name (as you would like it to appear) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

The partner agrees that upon acceptance, this application shall be deemed to form a binding contract between the partner and the organizer, and this contract is deemed binding when the organizer receives a non-refundable payment or executed and signed contract.

#### **PAYMENT DETAILS – PLEASE SELECT ONE:**

**ONE-YEAR ONLY** Annual Platinum Partnership (\$15,000)

**THREE-YEAR** Annual Platinum Partnership (\$12,000/yr.)

*See payment terms below.*

**PAY BY CHECK:** *Please make checks out to Rusty Barn Promotion Group Inc.*

**PLEASE SEND INVOICE:** *Payment must be received as outlined below.*

**PAY BY CREDIT CARD:** *If paying by card please fill in the information below:*

Name on Card \_\_\_\_\_ Card Type:  Visa  MasterCard  Discover  AMEX

Card Number \_\_\_\_\_ Exp. \_\_\_\_\_ CVV \_\_\_\_\_

Cardholder Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip \_\_\_\_\_

Please note that \$5,000 is due within 60 days of the date on this contract, with an additional \$5,000 due 90 days after that, and the final \$5,000 due 90 days following.

For multiple-year contracts the initial payment of \$5,000 is due within 60 days of the date on the contract with the additional \$7,000 due 90 days after that. The payment of \$5,000 for the second year of the contract is due 12 months from the date on the contract, with the additional \$7,000 due within 90 days after that. The payment of \$5,000 for the third year of the contract is due 24 months from the date on the contract, with the final \$7,000 due within 90 days after that.

Yes, please charge my card according to the schedule outlined above and send me the receipts.

Signature \_\_\_\_\_ Date \_\_\_\_\_

#### **Information & Questions:**

Chris Butler - Rusty Barn  
Phone: (801) 463-1200  
rustybarn1@aol.com

#### **Checks can be mailed to:**

Rusty Barn Promotion Group  
Inc. 2022 South 2100 East, Suite  
201 Salt Lake City, UT 84108