

# Quilt, Craft & Sewing Festivals

## Platinum Sponsor Benefit Information

### What We Need From You:

**1. A High-Resolution Color Logo** for use on all direct mail pieces, on all e-mail campaigns, on all admission coupons, on all FW Media e-mail campaigns, on quiltcraftsew.com website, on social media ads, on exclusive entrance signage at all Rusty Barn shows: 300 dpi minimum or .eps version for best quality.

**2. Exclusive E-Mail Campaign Design File** to be sent on the date of your choosing, to all 100,000+ emails on our list. The design should be 600 pixels wide by up to 3,000 pixels high. Images should not exceed 90 kb per image. Design your email to be "in line code." Send us the code file or a link to the online file. Also indicate the date you would like the email campaign to hit inboxes when you send us the file.

**3. Half-Page Color Ad** for placement in the Online Show Program on quiltcraftsew.com for all shows. Ad should be horizontal at 8.5" wide x 5.5" high. It must be at least 300 dpi for best quality. Please send one of the below file types:

- PDF (CMYK, press quality)
- EPS (Illustrator, CMYK, fonts outlined)
- TIF or PSD (CMKY)
- Publisher, Microsoft Word, or other layout program ads must be sent as PDF files



Quilt, Craft & Sewing Festivals are presented by the Rusty Barn Promotion Group Inc.

## Platinum Package – \$15,000

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

- **Sponsor logo recognition on all direct mail pieces** for all Rusty Barn shows (50,000 targeted mailing addresses sent out for all 13 shows for a total of 700,000 postcards)
- **Sponsor logo recognition on all promotional coupons** for each of the 13 shows in local fabric and craft stores (60,000-100,000 in each area)
- **Sponsor logo recognition on all e-mail campaigns** (approx. 20,000 targeted e-mails sent five times per show for all 13 shows totaling 1,400,000 impressions)
- **One exclusive e-mail campaign** at a scheduled time of your choosing (102,000 targeted emails)
- **Sponsor logo recognition on all e-mail campaigns** sent out about Rusty Barn shows through FW Media
- **Sponsor logo recognition on quiltcraftsew.com** (nearly 870,000 impressions per year of which 69% are direct traffic from mailers and coupons)
- **Half-page color ad** in online show program for all Rusty Barn shows on quiltcraftsew.com
- **Sponsor logo recognition on exclusive signage** at main entrance of all Rusty Barn shows
- **Sponsor logo recognition on the Rusty Barn Facebook page** (nearly 40,000 followers and growing by 1,000 monthly—recent posts have reached as many as 190,000 people)

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

Send items to:

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