



# New Hampshire Furniture Masters Association 2016 Sponsorship Opportunities



## The Organization



The New Hampshire Furniture Masters—over two dozen world-class artisans from New Hampshire, Vermont, Maine and Massachusetts

The New Hampshire Furniture Masters Association is a group of professional furniture artisans committed to preserving the centuries-long tradition of fine furniture making. The association promotes the growth of fine furniture making, as well as the sale of fine furniture made by its members, by hosting exhibitions; engaging in collaborative marketing and educational activities; and partnering with museums, art organizations, and galleries. The organization strives to uphold the highest standards of quality craftsmanship through a peer-reviewed jury system.



## Corporate Visibility

As a corporate sponsor for the Furniture Masters, you are positioning your business before an audience that is educated, affluent, and discerning. You are supporting members of the region's creative economy. You are amplifying your audience exposure, as you are supporting not only an organization but also some two dozen individuals, each of whom runs his or her own small business. Finally, you are promoting products that are made in America by some of the nation's finest furniture makers.



### Specific benefits of sponsorship include:

- **Recognition** as an NHFMA sponsor in promotional materials for the Furniture Masters' exhibitions and special events (typically 6–8 per year throughout New England). Together these events attract over 1,000 discerning patrons of the arts per year.
- **Visibility** in collateral including event invitations and the design book, a stunning, full-color publication that is prized by fine furniture lovers and collectors.
- **Acknowledgement** in press releases sent to over 200 local, regional and national media outlets as well as in the Furniture Masters' e-newsletter, distributed to about 700 subscribers.
- **Representation** on the Furniture Masters' website, [www.furnituremasters.org](http://www.furnituremasters.org) and Facebook page.
- **Affiliation** with an organization that garners regional and national media exposure. Recent coverage includes: *Traditional Home*, *The Boston Globe Magazine*, *New England Home*, *New Hampshire Home*, *Fine Woodworking*, *Woodcarver's Illustrated*, *Woodcraft Magazine*, *New England Crafts Connoisseur*, and the *New Hampshire Union Leader*.

## Special Events

A partnership with the Furniture Masters' offers a host of opportunities for entertaining, marketing, public relations, and business development. During the year, the Furniture Masters are featured in collaborative exhibitions and special events throughout New England. Certain venues may offer sponsors opportunities to engage customers, clients or employees in a unique setting.

- **Exhibitions:** The Furniture Masters have a series of exhibitions and special events planned throughout the course of 2016. Opportunities for sponsor-related events may exist in certain venues.
- **House Parties:** These intimate gatherings showcase works by the Furniture Masters in the host's home or business. Participating masters (selected in collaboration with the host) discuss their work and inspirations and offer attendees the chance to experience their works in detail. Sponsors may wish to host a house party in their place of business as a unique means of entertaining clients.
- **Furniture Masters 2016: Distinctive:** We are hosting a two-week exhibit at 3S Artspace in downtown Portsmouth, NH. The Masters will host a number of special events and educational workshops to showcase traditional artistry in a contemporary setting.



# Opportunities

## Walnut Level (\$10,000–\$15,000)

### Special benefits at this level:

- Recognition as a Headline Sponsor at exhibitions and events.
- The opportunity to schedule a special event with the Masters, perhaps a CEO dinner with presentations by select masters or a personalized studio tour for 10 special guests at the workshop of Furniture Master and Former NH Artist Laureate David Lamb.
- The opportunity to host a private reception in conjunction with a Furniture Masters' exhibition.
- The opportunity to display your business's promotional materials at Furniture Masters' events.
- Placement of a full-page advertisement in the annual design book, a stunning full-color publication that retails for \$25 and is viewed as a collectible item.
- *Ten complimentary tickets for Furniture Masters 2016: Distinctive—Main Event, and design books (one book per pair of tickets).*



David Lamb, Canterbury, NH



*Folding Landscape* by John Cameron

### Additional benefits:

- Placement of your corporate logo on the Furniture Masters' website with a link to your company website.
- Placement of your corporate logo on promotional materials.
- Receipt of a handcrafted commemorative sponsor item created by a Furniture Master.
- Inclusion in press releases and e-newsletters promoting Furniture Masters' exhibitions and events.

## Birdseye Maple Level (\$5,000–\$9,500)

### Special benefits at this level:

- The opportunity to host a private reception in conjunction with a Furniture Masters' exhibition.
- Placement of your corporate logo in the Furniture Masters' annual design book, a stunning full-color publication that retails for \$25 and is viewed as a collectible item.
- Placement of your corporate logo on the Furniture Masters' website with a link to your company website.
- Placement of your corporate logo on select promotional materials.
- Eight complimentary tickets for *Furniture Masters 2016: Distinctive—Main Event*, and design books (one book per pair of tickets).



Jere Osgood, Wilton, NH



*Chest on Stand* by Ted Blachly

### Additional benefits:

- Recognition as a sponsor at *Furniture Masters 2016: Distinctive* exhibitions and events.
- Receipt of a handcrafted commemorative sponsor item created by a Furniture Master.
- Inclusion in press releases and e-newsletters promoting Furniture Masters' exhibitions and events.

## Cherry Level (\$2,500–\$4,500)

### Special benefits at this level:

- Placement of your corporate logo in the Furniture Masters' annual design book, a stunning full-color publication that retails for \$25 and is viewed as a collectible item.
- Placement of your corporate logo on the Furniture Masters' website with a link to your company website.
- Placement of your corporate logo on select collateral materials.
- Six complimentary tickets for *Furniture Masters 2016: Distinctive—Main Event*, and design books (one book per pair of tickets).



Brian Sargent, Candia, NH

### Additional benefits:

- Recognition as a sponsor at *Furniture Masters 2016: Distinctive* exhibitions and events.
- Receipt of a handcrafted commemorative sponsor item created by a Furniture Master.
- Inclusion in press releases and e-newsletters promoting Furniture Masters' exhibitions and events.



Southpoint Collections Chest by David Lamb

## Flame Birch Level (\$950–\$2,000)

### Special benefits at this level:

- Placement of your corporate logo on the Furniture Masters' website with a link to your company website.
- Placement of your company's name in the annual design book and on select collateral materials.
- Four complimentary tickets for *Furniture Masters 2016: Distinctive—Main Event*, and a design book.



William Thomas, Rindge, NH

### Additional benefits:

- Recognition as a sponsor at *Furniture Masters 2016: Distinctive* exhibitions and events.
- Inclusion in press releases and e-newsletters promoting Furniture Masters' exhibitions and events.



*Wekiwa Shimmering* by Garrett Hack