NEW HAMPSHIRE FURNITURE MASTERS

2019 Sponsorship and Cooperative Marketing Opportunities

P. O. BOX 5733, MANCHESTER, NH 03108 FURNITUREMASTERS.ORG
The New Hampshire Furniture Masters are seeking sponsors and partners for the upcoming season.

ABOUT OUR ORGANIZATION
The New Hampshire Furniture Masters are a group of professional furniture artisans committed to preserving the centuries-long tradition of fine furniture making. We promote the growth and sales of fine furniture made by our members through hosting exhibitions, engaging in collaborative marketing and educational activities and partnering with museums, art organizations and galleries. The membership upholds the highest standard of quality craftsmanship through a peer-reviewed jury system.

We also strive to provide many educational opportunities within the creative community; our Prison Outreach Program and Alden Artisan Advancement are two great examples of this.

PRISON OUTREACH PROGRAM
Celebrating its 20th year in 2019, the Prison Outreach Program in the New Hampshire State Prison for Men is our oldest educational endeavor. Since its inception, we have introduced a similar program in the Maine State Prison, and are now beginning a program in the New Hampshire Correctional Facility for Women; they will break ground and begin building a new facility in the spring.

ALDEN ARTISAN ADVANCEMENT
Each year, the Alden Artisan Advancement supports an emerging artist in furthering their career as a professional furniture maker. The recipient receives a stipend to put towards the development of an original piece and is encouraged to communicate regularly with the Furniture Masters for guidance and assistance. Their final piece is displayed at the Furniture Masters’ Main Event, providing a great opportunity for the artist to exhibit alongside established makers and interact with patrons in an intimate setting.

To learn more about all of our educational initiatives, please visit furnituremasters.org/american-furniture-masters-institute.
Supporting and Partnering with the Furniture Masters

Your partnership with the Furniture Masters demonstrates that you understand and embrace the values of fine furniture making and want to align your brand with the qualities it represents.

Sponsors benefit from business development and communication opportunities, public and media relations and an integrated year-round marketing plan. Our 2019 schedule of events includes:

THE MAIN EVENT
AT THE CURRIER MUSEUM OF ART
October 5, 2019
Our annual gala fundraiser which features a display of work and silent auction pieces made by the Furniture Masters.

NEW WORKS EXHIBITION
AT THE NEW HAMPSHIRE INSTITUTE OF ART
September 2019
This exhibition, on display at the New Hampshire Institute of Art, will be a sneak peek of the Furniture Masters’ work that will be shown at The Main Event. The artwork of NHIA students who have completed a Summer Mentorship with the Furniture Masters will also be featured.

FOUR CURATED SHOWS
AT OUR EXHIBITION GALLERY IN CONCORD
Show Dates:
December 14, 2018 – March 11, 2019
March 12, 2019 – June 10, 2019
June 11, 2019 – September 9, 2019
September 10, 2019 – December 9, 2019

For a complete list of this year’s events, please visit furnituremasters.org/schedule-of-events.
Year-Round Sponsorship Opportunities

Receive ongoing benefits throughout the year on various platforms and occasions including recognition at our Main Event.

WALNUT LEVEL — *Exclusive*

$10,000

- Noted as year-round lead sponsor on all signage and printed material
- Option to host a private social event in conjunction with a select exhibit and/or event
- A speaking opportunity for a sponsor representative at one of our events
- Logo placement on all printed materials
- Clickable logo on website
- Sponsored Content E-Newsletter article (copy supplied by sponsor with editorial assistance as needed)
- Included in press releases announcing events and exhibits; opportunity for comment from sponsor representative
- 1 promoted social media ad and 6 general posts (content supplied by sponsor) on Furniture Masters accounts
- A digital display ad in 8 E-Newsletters (ad supplied by sponsor, 275 px wide x 200 px high)
- 6 tickets to the Furniture Masters’ Main Event on Oct. 5th (with Sponsor recognition on name badge)
Year-Round Sponsorship Opportunities

BIRDSEYE MAPLE LEVEL
$7,500

- A speaking opportunity for a sponsor representative at one of our events
- Logo placement on all printed materials
- Clickable logo on website
- Sponsored Content E-Newsletter article (copy supplied by sponsor with editorial assistance as needed)
- Included in press releases announcing events and exhibits
- 1 promoted social media ad and 4 general posts (content supplied by sponsor) on Furniture Masters accounts
- A digital display ad in 6 E-Newsletters (ad supplied by sponsor, 275 px wide x 200 px high)
- 4 tickets to the Furniture Masters’ Main Event on October 5th (with Sponsor recognition on name badge)

CHERRY LEVEL
$5,000

- Logo placement on all printed materials
- Clickable logo on website
- Included in press releases announcing events and exhibits
- 1 promoted social media ad and 4 general posts (content supplied by sponsor) on Furniture Masters accounts
- A digital display ad in 6 E-Newsletters (ad supplied by sponsor, 275 px wide x 200 px high)
- 4 tickets to the Furniture Masters Main Event’ on October 5th (with Sponsor recognition on name badge)
Year-Round Sponsorship Opportunities

CHESTNUT LEVEL
$2,500

- Logo placement on all printed materials
- Clickable logo on website
- Included in press releases announcing events and exhibits
- 1 promoted social media ad and 2 general posts (content supplied by sponsor) on Furniture Masters accounts
- A digital display ad in 4 E-Newsletters (ad supplied by sponsor, 275 px wide x 200 px high)
- 2 tickets to the Furniture Masters’ Main Event on October 5th (with Sponsor recognition on name badge)

MAHOGANY LEVEL
$1,000

- Clickable logo on website
- Included in press releases announcing events and exhibits
- Recognition in Furniture Masters’ Printed Signature Piece and Main Event Program
- 2 general social media posts (content supplied by sponsor)
- A digital display ad in 2 E-Newsletters (ad supplied by sponsor, 275 px wide x 200 px high)
- 2 tickets to the Furniture Masters Main Event’ on October 5th (with Sponsor recognition on name badge)

FRIEND OF THE FURNITURE MASTERS
$500

- Listed as a friend on the Furniture Masters website
- Recognition in Furniture Masters’ Printed Signature Piece and Main Event Program
The Main Event Sponsorship Opportunities

Receive concentrated exposure leading up to and during the Main Event on various platforms and media.

**MAIN EVENT SPONSOR**

*Exclusive* — $5,000

- Noted as lead sponsor on all signage and printed material for the Main Event
- A speaking opportunity during the Main Event
- Clickable logo on Main Event webpage
- 1 Sponsored Content E-Newsletter article (copy supplied with editorial assistance as needed)
- Included in press release announcing Main Event
- 1 promoted social media ad and 4 general posts (content supplied by sponsor) on Furniture Masters accounts
- A digital display ad in all Main Event Promotional E-Newsletters (ad supplied by sponsor, 275 px wide x 200 px high)
- 4 tickets to the Furniture Masters’ Main Event on October 5th (with Sponsor recognition on name badge)
The Main Event Sponsorship Opportunities

INTERPRETIVE DANCE SPONSOR

$2,500

- Noted as sponsor on all signage and printed material for the Main Event
- Clickable logo on Main Event webpage
- Included in press release announcing Main Event
- 1 promoted social media ad and 2 general posts (content supplied by sponsor) on Furniture Masters accounts
- A digital display ad in all Main Event Promotional E-Newsletters (ad supplied by sponsor, 275 px wide x 200 px high)
- 2 tickets to the Furniture Masters’ Main Event on October 5th (with Sponsor recognition on name badge)

EVENING PROGRAM SPONSOR

$1,500

- Noted as sponsor on all signage and printed material for the Main Event
- Clickable logo on Main Event webpage
- Included in press release announcing Main Event
- 2 general social media posts (content supplied by sponsor)
- A digital display ad in all Main Event Promotional E-Newsletters (ad supplied by sponsor, 275 px wide x 200 px high)
- 2 tickets to the Furniture Masters’ Main Event on October 5th (with Sponsor recognition on name badge)
The Main Event Sponsorship Opportunities

MUSIC SPONSOR
$500

• Clickable logo on Main Event webpage
• Recognition in Furniture Masters’ Main Event Program

REGISTRATION SPONSOR
$500

• Clickable logo on Main Event webpage
• Recognition in Furniture Masters’ Main Event Program
Unique Sponsorship Opportunities

NEW WORKS EXHIBITION SPONSOR
$2,500

This exhibition, on display at the New Hampshire Institute of Art, will be a sneak peek of the Furniture Masters’ work that will be shown at The Main Event. The artwork of NHIA students who have completed a Summer Mentorship with the Furniture Masters will also be featured.

- Noted as sponsor on all signage and printed material for the New Works Exhibition
- A speaking opportunity at the New Works Opening Reception (Date TBD)
- Clickable logo on website
- Included in press release announcing New Works Exhibition
- 1 promoted social media ad and 2 general posts (content supplied by sponsor) on Furniture Masters accounts
- A digital display ad in 4 E-Newsletters (ad supplied by sponsor, 275 px wide x 200 px high)
- 2 tickets to the Furniture Masters’ Main Event on October 5th (with Sponsor recognition on name badge)
Unique Sponsorship Opportunities

ALDEN ARTISAN ADVANCEMENT SPONSOR
$2,000 – ONE AVAILABLE

- Clickable logo on website including mention on the dedicated Alden Artisan webpage
- Included in press release announcing recipient
- 1 promoted social media ad and 2 general posts (content supplied by sponsor) on Furniture Masters accounts
- A digital display ad in 2 E-Newsletters (ad supplied by sponsor, 275 px wide x 200 px high)
- 2 tickets to the Furniture Masters’ Main Event on October 5th (with Sponsor recognition on name badge)

SPONSOR A STUDENT
$500 – MULTIPLE AVAILABLE

Sponsor a New Hampshire Institute of Art student who is participating in the Summer Mentorship Program with a Furniture Master. Each student will visit a Masters’ workshop to learn about fine furniture making. They will then create an interpretive piece in their own medium which will be displayed in the New Works Exhibition (along with other pieces of their work). Visitors to the Gallery will vote in a People’s Choice Award and the winning student will receive a cash reward, announced at the Main Event.

- Cash stipend to the student for materials
- 1 complimentary ticket for the student to attend the Main Event
- Verbal recognition at the New Works Opening Reception
- Recognition in Furniture Masters’ Printed Signature Piece and Main Event Program
# Sponsorship Benefits by Level (Year-Round)

<table>
<thead>
<tr>
<th>AMOUNT</th>
<th>Walnut</th>
<th>Birdseye Maple</th>
<th>Cherry</th>
<th>Chestnut</th>
<th>Mahogany</th>
<th>Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

- **Noted as Lead Sponsor on All Signage & Printed Material**: X
- **Option to Host a Private Social Event**: X
- **Opportunity to Comment in Press Releases Announcing Events & Exhibitions**: X
- **Speaking Opportunity at the Event of Your Choosing**: X, X
- **Sponsored Content E-Newsletter Article**: X, X
- **Logo on All Printed Materials**: X, X, X, X
- **Clickable Logo on Website**: X, X, X, X, X
- **Included in Press Releases Announcing Events & Exhibits**: X, X, X, X, X
- **Promoted Social Media Ads**: 1, 1, 1, 1, 1
- **General Social Media Posts**: 6, 4, 4, 2, 2
- **Digital Display Ad in This Number of E-Newsletters**: 8, 6, 6, 4, 2
- **Tickets to Main Event**: 6, 4, 4, 2, 2
- **Written Recognition in Our Printed Signature Piece and the Main Event Program**: X, X, X, X, X, X
- **Listed as a Friend on the Furniture Masters Website**: X
## Sponsorship Benefits by Level (Main Event)

<table>
<thead>
<tr>
<th>AMOUNT</th>
<th>Main Event Sponsor</th>
<th>Interpretive Dance Sponsor</th>
<th>Evening Program Sponsor</th>
<th>Music Sponsor</th>
<th>Registration Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>X</td>
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<td></td>
<td></td>
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<tr>
<td>$2,500</td>
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<td>X</td>
<td></td>
</tr>
<tr>
<td>$500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

- **NOTED AS LEAD SPONSOR ON ALL SIGNAGE & PRINTED MATERIAL FOR THE MAIN EVENT**: X
- **SPEAKING OPPORTUNITY DURING THE MAIN EVENT**: X
- **SPONSORED CONTENT E-NEWSLETTER ARTICLE**: X
- **DIGITAL DISPLAY AD IN ALL MAIN EVENT PROMOTIONAL E-NEWSLETTERS**: X, X, X
- **LOGO ON ALL SIGNAGE & PRINTED MATERIAL FOR THE MAIN EVENT**: X, X, X
- **INCLUDED IN PRESS RELEASE ANNOUNCING MAIN EVENT**: X, X, X
- **CLICKABLE LOGO ON MAIN EVENT WEBPAGE**: X, X, X, X, X
- **WRITTEN RECOGNITION IN MAIN EVENT PROGRAM**: X, X, X, X, X, X
- **PROMOTED SOCIAL MEDIA ADS**: 1, 1
- **GENERAL SOCIAL MEDIA POSTS**: 4, 2, 2
- **TICKETS TO THE MAIN EVENT**: 4, 2, 2
# Sponsorship Benefits by Level (Unique)

<table>
<thead>
<tr>
<th>AMOUNT</th>
<th>New Works Exhibition</th>
<th>Alden Artisan Advancement</th>
<th>Sponsor a Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGO ON ALL SIGNAGE &amp; PRINTED MATERIAL FOR NEW WORK EXHIBITION</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$500</td>
</tr>
<tr>
<td>A SPEAKING OPPORTUNITY AT THE NEW WORKS EXHIBITION OPENING RECEPTION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CLICKABLE LOGO ON WEBSITE</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>INCLUDED IN PRESS RELEASE ANNOUNCING NEW WORKS EXHIBITION</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCLUDED IN PRESS RELEASE ANNOUNCING ALDEN ARTISAN ADVANCEMENT RECIPIENT</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>PROMOTED SOCIAL MEDIA ADS</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>GENERAL SOCIAL MEDIA POSTS</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>DIGITAL DISPLAY AD IN THIS NUMBER OF FURNITURE MASTERS E-NEWSLETTERS</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>TICKETS TO THE MAIN EVENT</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>CASH STIPEND TO A STUDENT FOR MATERIALS</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>A COMPLIMENTARY TICKET FOR THE STUDENT TO ATTEND THE MAIN EVENT</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>VERBAL RECOGNITION AT THE NEW WORKS OPENING RECEPTION</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>WRITTEN RECOGNITION IN OUR PRINTED SIGNATURE PIECE AND THE MAIN EVENT PROGRAM</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
Cooperative Marketing/Sponsorship Form

Select a level of partnership to showcase your support for New Hampshire’s fine furniture masters and the region’s creative economy.

YEAR ROUND SPONSORSHIP OPPORTUNITIES

☐ Walnut Level (Exclusive) — $10,000  ☐ Chestnut Level — $2,500
☐ Birdseye Maple Level — $7,500  ☐ Mahogany Level — $1,000
☐ Cherry Level — $5,000  ☐ Friend of the Furniture Masters — $500

THE MAIN EVENT SPONSORSHIP OPPORTUNITIES

☐ Main Event Sponsor (Exclusive) — $5,000  ☐ Music Sponsor — $500
☐ Interpretive Dance Sponsor — $2,500  ☐ Registration Sponsor — $500
☐ Evening Program Sponsor — $1,500

UNIQUE SPONSORSHIP OPPORTUNITIES

☐ New Works Exhibition Sponsor — $2,500
☐ Alden Artisan Advancement Sponsor — $2,000
☐ Sponsor a Student — $500

Organization Name: _____________________________________________________________
Contact Name: ________________________________________________________________
Title: _________________________________________________________________________
Address: _____________________________________________________________________
City/State/Zip: __________________________________________________________________
Phone: ___________________________ Email: ________________________________

You may complete and return this form to become a sponsor of The New Hampshire Furniture Masters Association or contact us by phone or email to go over any ideas and questions you may have.

Regards,
David Lamb                  Mary McLaughlin
(603) 783-9912             (603) 496-1089
dwlambcab@gmail.com        mwmbriar@gmail.com

New Hampshire Furniture Masters Association
P.O. Box 5733, Manchester, NH 03108  •  furnituremasters.org