



NH FURNITURE MASTERS



SPONSORSHIP AND COOPERATIVE MARKETING OPPORTUNITIES

JUNE 2024 – MAY 2025

*In the Hands of Masters: The Legacy and
Future of Fine Furniture Making*



The NH Furniture Masters are embarking on an exciting journey, and we invite you to join us.



The NH Furniture Masters are embarking on an exciting journey, and we invite you to join us as sponsors and partners for our upcoming season. The theme of this year's season, ***In the Hands of Masters: The Legacy and Future of Fine Furniture Making***, showcases our dedication to preserving and perpetuating the timeless tradition of fine furniture making while embracing innovation and creativity for the years ahead.



For nearly three decades, the NH Furniture Masters have been a beacon of excellence in the world of furniture craftsmanship. Our group is comprised of professional artisans who uphold the highest standards of quality through a peer-reviewed jury system. We promote the growth and sales of fine furniture made by our members through exhibitions, collaborative marketing efforts, and educational initiatives such as our Prison Outreach Programs as well as mentorship, lecturing and instruction.

Our upcoming season of events and exhibitions will showcase the diverse talents of our membership, celebrate the rich heritage of fine furniture making, and introduce our organization to new audiences at venues across New Hampshire.



As a sponsor, you will receive exposure to a discerning audience of art enthusiasts, collectors, and professionals through a variety of marketing and networking opportunities. Additionally, you will be showcasing your commitment to the arts and creative economy while supporting our mission to preserve the centuries-old tradition of fine furniture making in New England.

Align your brand with the NH Furniture Masters and join us as a sponsor this season.

2024 Schedule of Events



Summer at The Fells: May 25 – October 12

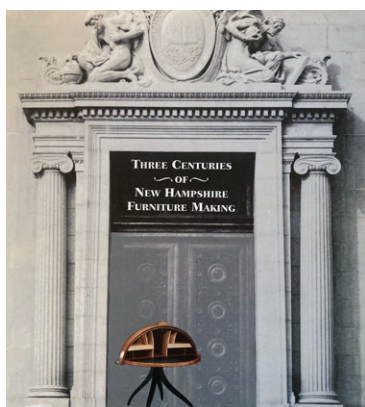
John Hay Estate at The Fells on Lake Sunapee, NH

The John Hay Estate at The Fells was built in 1892 as a summer retreat for John and Clara Hay. It is a remarkable property – rich in natural resources, with diverse gardens and historical significance – a beautiful gem on the shore of Lake Sunapee. It is one of New England's finest examples of an early 20th-century summer estate and is the only one still standing on Lake Sunapee and open to the public.



With approximately 1,800 visitors and 1,000 members, the John Hay Estate at the Fells is a destination for many during the summer. The 83.5-acre property features a 22-room Colonial Revival home (where our exhibition will take place) as well as a variety of walking trails along the forest, shorelines, and renowned gardens.

Stop by this summer to tour our exhibition, which will feature the work of over a dozen members of the NH Furniture Masters. Throughout the season, we will be refreshing the exhibition with new pieces from members. We will be hosting an Opening Reception on Wednesday, July 17 and a House Party on Thursday, August 8.



The Main Event: Saturday, October 19 from 5:00 – 7:00 pm *New Hampshire Historical Society*

We're headed back to our roots to celebrate our annual Main Event at the New Hampshire Historical Society in Concord, NH. The Main Event is our signature fundraiser and largest event of the year. During this year's Main Event, guests can explore our pop-up exhibition, meet the makers, bid on silent auction pieces, and enjoy food, drink, and entertainment. Last year's Main Event welcomed over 120 guests from across New England.

2024 Schedule of Events (cont.)



Holiday Show & Sale: November 29 – December 31 *Portsmouth Historical Society*

Celebrate the most wonderful time of the year with the NH Furniture Masters during our Holiday Show & Sale at the Portsmouth Historical Society. Our exhibition will feature gift items and new and older pieces representing each maker's best work as well as pieces from our Prison Outreach Program where Masters teach fine woodworking skills to participating residents. This exhibition coincides with the Portsmouth Historical Society's annual Gingerbread House Contest and Exhibition, which will be on display in the lower levels of the building.

The Portsmouth Historical Society attracts over 32,000 visitors each year – including 7,000 during their annual Gingerbread House Contest & Exhibition. On Thursday, December 12 from 5:30 - 7 pm, we will host an Opening Reception, sure to spread holiday cheer!



NH Furniture Masters Gallery

Our Gallery features year-round curated exhibitions in the heart of downtown Concord's Arts District. The gallery is located within the Greater Concord Chamber of Commerce's Visitors Center, which welcomes guests annually from all across the country. We host Opening Receptions at the beginning of each exhibition, which provides guests an opportunity to meet the participating makers and tour the exhibition after-hours.

Annual Prison Outreach Program Exhibition, *June 30 – August 30*
Jon Brooks Show, *September 9 – November 30*



Sponsorship Levels



2024 Presenting Sponsor: \$7,500, Exclusive

Year-round recognition as the NH Furniture Masters Presenting Sponsor for all events from June 2024 – May 2025

- Private Shop Tour with the Furniture Master of your choice
- Full-page ad on the back cover of The Main Event program
- 12 tickets to The Main Event on October 19
- Logo and recognition as Presenting Sponsor on 2024 event signage and printed materials
- Mention as Presenting Sponsor on all press releases and event listings
- Logo, link, and recognition as Presenting Sponsor on NH Furniture Masters website
- Logo and recognition as Presenting Sponsor on email newsletters
- Spotlight feature about your organization in one monthly email newsletter
- Dedicated social media post on Facebook and Instagram
- Verbal recognition during all gatherings celebrating our 2024 events

Sponsorship Levels (cont.)



Lead Sponsor: \$5,000, Exclusive

Year-round recognition as the NH Furniture Masters Lead Sponsor for all events from June 2024 – May 2025

- Half-page ad in The Main Event program
- 10 tickets to The Main Event on October 19
- Logo and recognition as the Lead Sponsor on event signage and printed materials
- Mention as Lead Sponsor on all press releases and event listings
- Logo, link and recognition as Lead Sponsor on NH Furniture Masters website
- Logo and recognition as Lead Sponsor on email newsletters
- Spotlight feature about your organization in one monthly email newsletter
- Dedicated social media post on Facebook and Instagram
- Verbal recognition during all gatherings celebrating our 2024 events



Sponsorship Levels (cont.)



Major Event Sponsor: \$2,500

Event of your choosing: Summer at the Fells, The Main Event, Portsmouth Holiday Show & Sale

- 6 tickets to The Main Event on October 19
- Logo included on 2024 event signage and printed materials
- Mention as sponsor on 2024 event press release
- Logo and link on NH Furniture Masters website
- Logo on sponsor banner of email newsletters
- Spotlight feature about your organization in one monthly email newsletter
- Dedicated social media post on Facebook and Instagram



Supporting Event Sponsor: \$1,000

Event of your choosing: Summer at the Fells, The Main Event, Portsmouth Holiday Show & Sale

- 4 tickets to The Main Event on October 19
- Logo included on 2024 event signage and printed materials
- Logo and link on NH Furniture Masters website
- Logo on sponsor banner of email newsletters
- Dedicated social media post on Facebook and Instagram



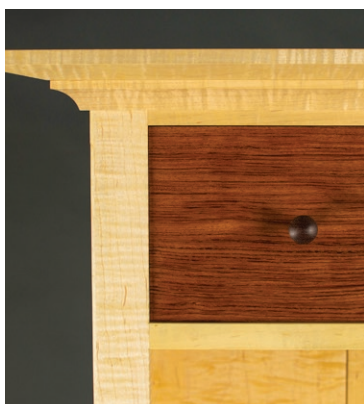
Sponsorship Levels (cont.)



NH Furniture Masters Exhibition Gallery Sponsor

\$1,000, 4 available

- 4 Main Event tickets
- Logo included on gallery signage
- Logo included on NH Furniture Masters website and gallery landing page
- Logo included on email newsletters
- Dedicated social media post on Facebook and Instagram



Friends of the NH Furniture Masters

\$500, multiple available

- 2 Main Event tickets
- Logo included on event signage
- Logo included on email newsletters
- Dedicated social media post on Facebook and Instagram



Sponsorship and Cooperative Marketing Form

Please select a level of partnership to showcase your support for the legacy and future of fine furniture making.

☐ **Presenting Sponsor, \$7,500 – Exclusive**

Year-round benefits and exclusive recognition as Presenting Sponsor

☐ **Lead Sponsor, \$5,000 – Exclusive**

Year-round benefits and exclusive recognition as Lead Sponsor

☐ **Major Event Sponsor – *multiple available***

Special recognition at one event of your choosing:

☐ Summer at The Fells ☐ The Main Event ☐ Portsmouth Holiday Show & Sale

☐ **Supporting Event Sponsor – *multiple available***

Special recognition at one event of your choosing:

☐ Summer at The Fells ☐ The Main Event ☐ Portsmouth Holiday Show & Sale

☐ **NH Furniture Masters Exhibition Gallery Sponsor – \$1,000, 4 available**

Year-round benefits and special recognition in our Gallery

☐ **Friends of the NH Furniture Masters – \$500, *multiple available***

YOUR INFORMATION

Organization Name: _____

Contact Name: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

You may complete and return this form to become a sponsor of the NH Furniture Masters or contact us by phone or email to discuss any questions you may have. Thank you!

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