



# RENEGADE

craft

**Renegade Craft is a curated marketplace of makers, doers, designers, and dreamers – a platform for the creative economy that fosters meaningful exchanges and inspiring connections**

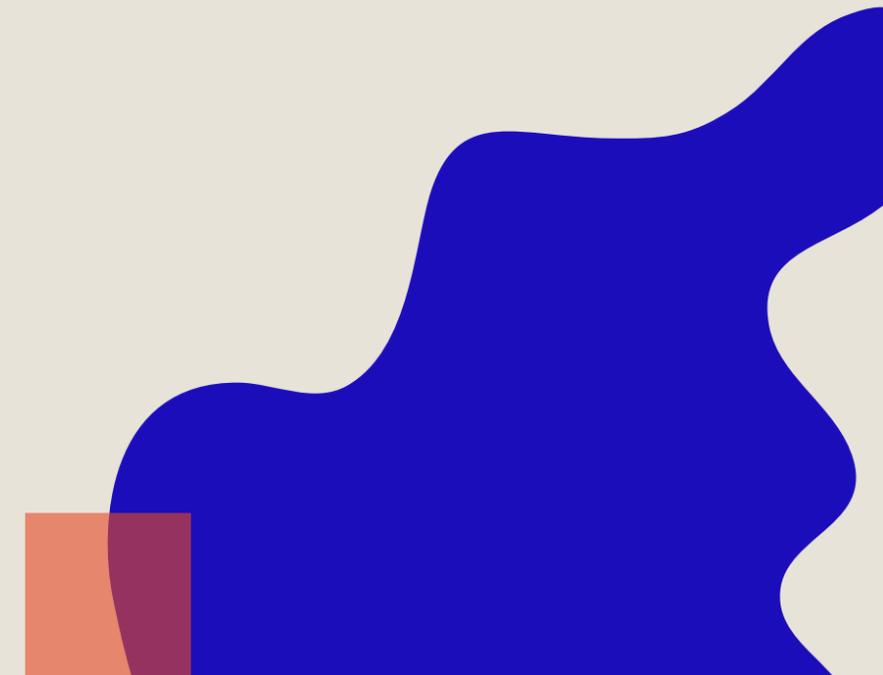
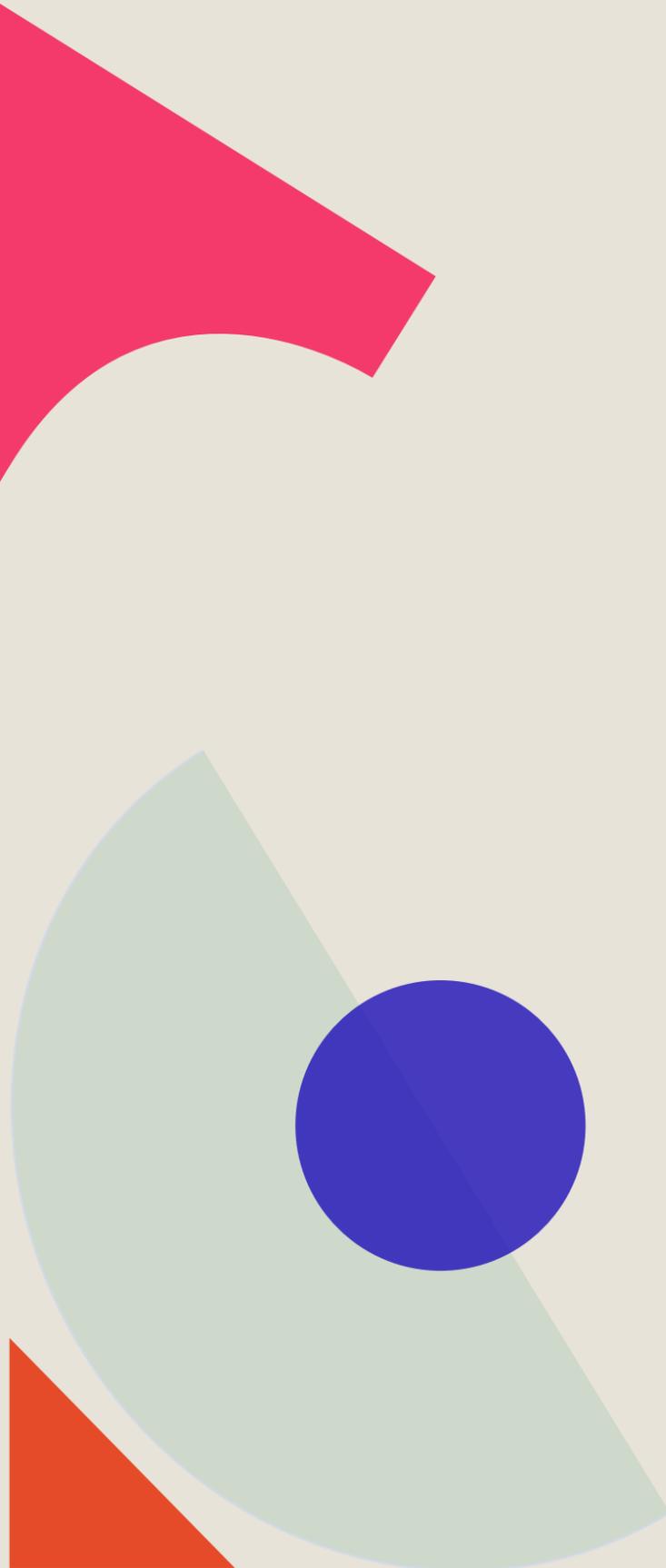
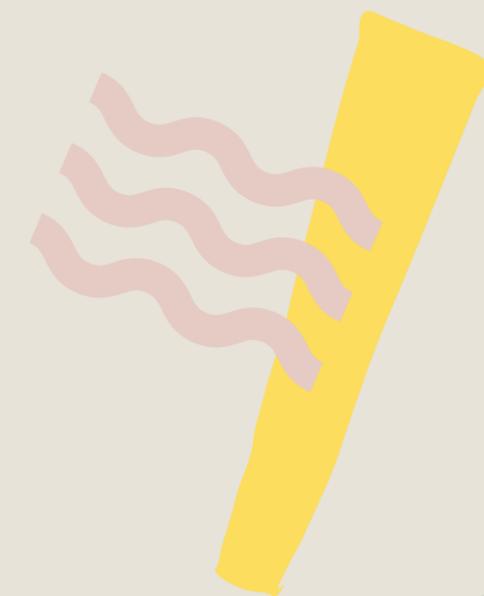


## **Renegade's reputation is second to none.**

A pioneering champion of contemporary craft and design since 2003, Renegade continues to be the broadest reaching curated craft showcase in the world. Reaching over 300,000 attendees across 24 events in 12 major cities in 2019, Renegade will feature over 3,000 makers, designers, innovators, and creative entrepreneurs from all over North America, Europe, and beyond.

We are always looking to forge relationships with forward-thinking Sponsors with the aim to seamlessly blend their participation into the overall experience of Renegade. Please read on to learn about the variety of ways to get involved.

Please fill out our Sponsor Inquiry form to let us know a little more about your company and goals. We will be in touch if we determine it is a good fit. Know that your Sponsorship will not only expose your brand to key markets and consumers in major cities, but also help keep participation fees low for thousands of artists and free for the public to attend.



**LOS ANGELES** 04.06 + 04.07 LOS ANGELES STATE HISTORIC PARK  
**SAN FRANCISCO** 04.13 + 04.14 FORT MASON CENTER  
**CHICAGO** 05.11 + 05.12 PILSEN'S ARTS DISTRICT  
**AUSTIN** 05.18 + 05.19 FAIR MARKET  
**BROOKLYN** 06.22 + 06.23 BROOKLYN EXPO CENTER  
**SAN FRANCISCO** 07.13 + 07.14 FORT MASON CENTER  
**SEATTLE** 07.20 + 07.21 HANGAR 30 @ MAGNUSON PARK  
**PORTLAND** 07.27 + 07.28 PURE SPACE  
**CHICAGO** 09.07 + 09.08 DIVISION ST. IN WICKER PARK  
**DETROIT** 09.14 + 09.15 DIVISION ST. IN EASTERN PARK  
**DENVER** 09.21 + 09.22 LARIMER ST. IN RINO DISCTICT  
**BOSTON** 11.02 + 11.03 THE CYCLORAMA  
**NYC** 11.09 + 11.10 METROPOLITAN PAVILION  
**SAN FRANCISCO** 11.16 + 11.17 FORT MASON CENTER  
**LOS ANGELES** 11.23 + 11.24 LOS ANGELES STATE HISTORIC PARK  
**AUSTIN** 11.30 + 12.01 FAIR MARKET  
**CHICAGO** 12.07 + 12.08 BRIDGEPORT ART CENTER  
**LONDON** 12.14 + 12.15 THE TRUMAN BREWERY  
**SEATTLE** 12.14 + 12.15 HANGAR 30 @ MAGNUSON PARK  
**BROOKLYN** 12.21 + 12.22 BROOKLYN EXPO CENTER  
**PORTLAND** 12.21 + 12.22 PURE SPACE





300K+

Renegade Craft's social media platforms have an engaged, dedicated, and growing following.

45K+

Unique visitors to RenegadeCraft.com each month

65K+

Subscribers to Renegade Craft's monthly newsletter

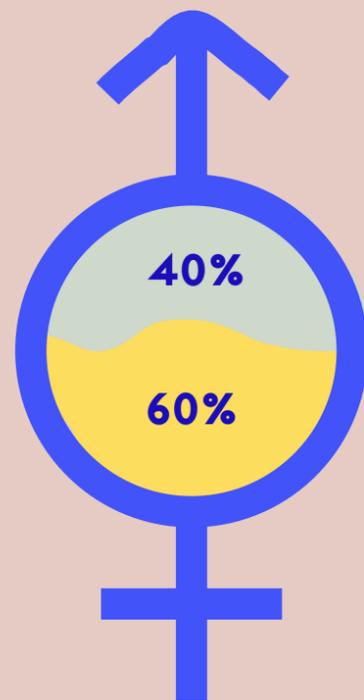
150K+

RenegadeCraft.com averages hundreds of thousands of pageviews every month from all over the globe.



**3K+**

Renegade works with thousands of influential Makers and trendsetters from diverse communities and backgrounds every year.

**60%**

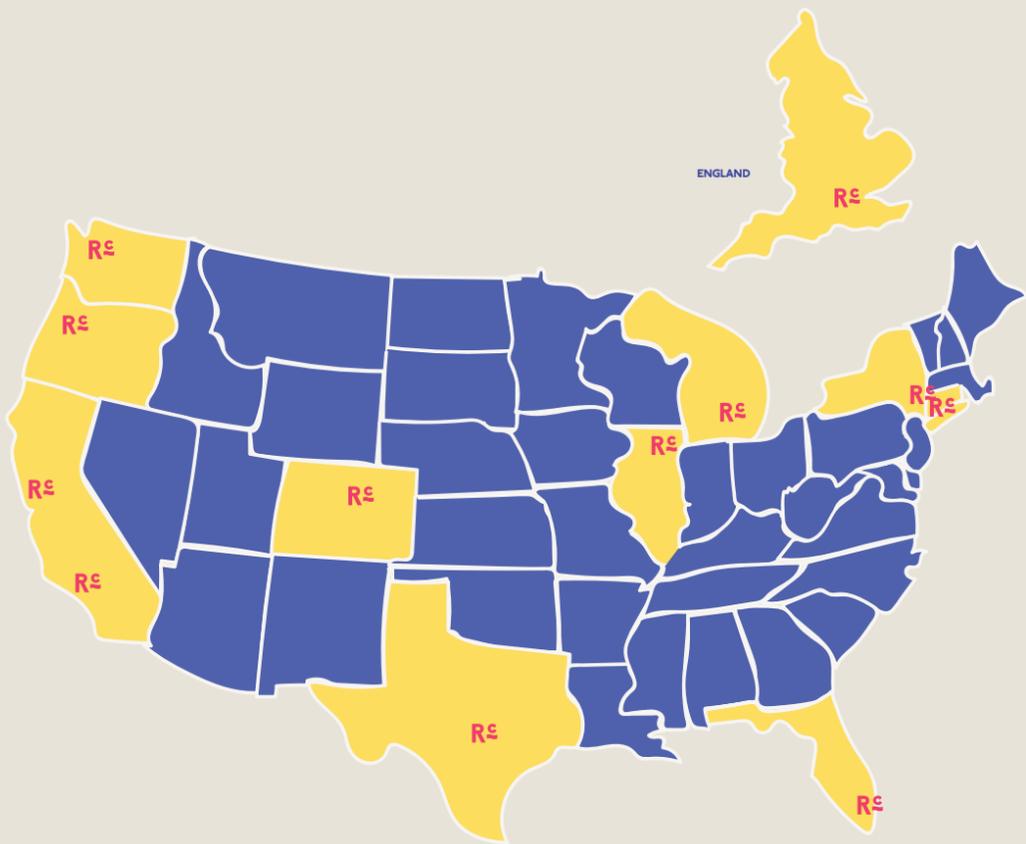
of Renegade Craft visitors are female-identifying, while 40% identify as male.



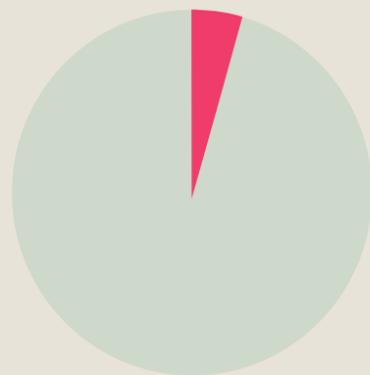
- URBAN DWELLER
- ART + DESIGN + TECH SAVVY
- CREATIVE PROFESSIONALS
- TASTEMAKERS
- CONSUMER CONSCIOUS SHOPPERS
- HANDMADE CRAFT ENTHUSIASTS OF ALL AGES



# OUR AUDIENCE



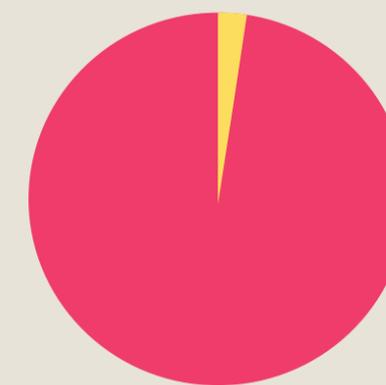
**300,000+**  
 Renegade Craft attracts  
 hundreds of thousands of  
 attendees annually across 12  
 major cities.



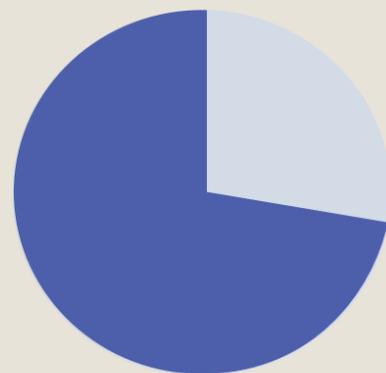
**90%**  
 of visitors spend at  
 least one hour or more  
 at the Fair



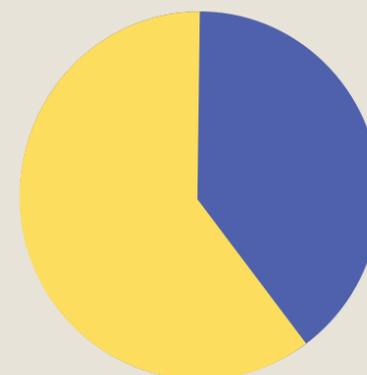
**75%**  
 of attendees are  
 between the ages  
 of 18-45



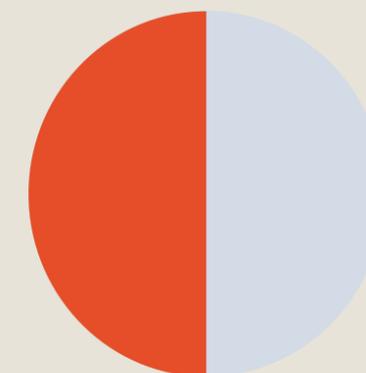
**97%**  
 of attendees said they  
 want to attend another  
 Renegade Fair



**72%**  
 of attendees engage  
 with Renegade Craft  
 on social media



**40%**  
 of attendees have  
 a household income  
 above \$100K a year



**50%**  
 of attendees  
 spend at least \$100  
 at the Fair



## ONSITE ACTIVATIONS

Bring your brand to life! Your sponsored booth puts you in direct contact with our engaged audience, offering attendees an immersive experience in your space. It's a perfect platform for building your subscriber base, showcase a product, promotions, or anything else you may dream up. Sponsors can choose from standard booth sizes or create a custom footprint within the fair layout.



## HOST AN ACTIVITY

Always a popular feature of our events, hands-on workshops, demos, photo-ops, and games are a great way for Renegade Sponsors to connect with our audience in an immersive manner. Companies often shine by sponsoring workshops led by well-known creative professionals to entice our savvy audience. Other fun ideas: furnish a lounge/seating area, raffle off prizes, or sponsor a water filling station.



## ENGAGE OUR AUDIENCE

Sponsors can gain brand visibility via our heavily trafficked website (1.8M unique views annually) targeted mailing list (65,000+ subscribers), and robust social media following (300,000+ fans and followers). Opportunities include logo and link placement on our website Rosters, in Fair-specific e-blasts and press releases; shout-outs via RCF social media outlets; sponsored blog content; onsite branding; and more.





## FOOD & BEVERAGE

Renegade events offer numerous sales and sampling opportunities for food and beverage brands. Connect with your target customer by hosting a tasting, featuring a beverage at our onsite bar, or distributing complimentary samples to shoppers.



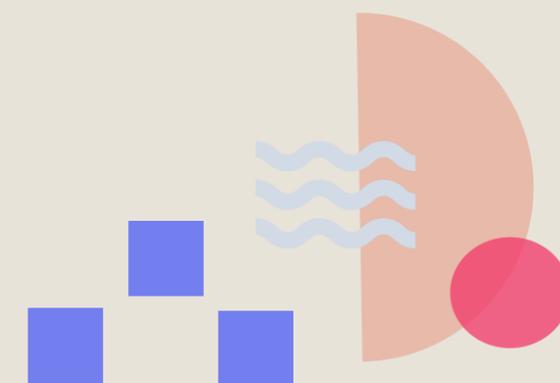
## CONNECT WITH MAKERS

One of Renegade's greatest assets is our connection to over 3,000 makers—the talented artists, designers, and craftspeople who participate in one or more of our annual events. These creative entrepreneurs champion a vibrant, handmade aesthetic that has become omnipresent in today's mainstream consumer culture. Connect with them by adding a promotional offer to our Participation Kits, sponsor a makers-only event, donate items to our maker giveaways, or feature them in your activation with our help.



## IN-KIND DONATIONS

Put your products directly into people's hands and hold their attention. Sponsors can introduce a new product or build brand loyalty with in-kind donations to makers or attendees.





## AUSTIN



Renegade Austin unites the local creative community with national Maker talent for two unforgettable weekends every year. Fair Market's iconic quonset is a one-of-a-kind marketplace to spend the day shopping Maker goods, discovering vinyl rarities curated by local DJs, and hanging out in the yard with a craft cocktail in hand and food trucks aplenty.

Where southern hospitality meets a burgeoning art scene, Austin encourages a community of thoughtful craft. From a diverse culinary landscape to emerging musical talent, find top notch creatives at every corner in our favorite southern city.



**May 18 + 19**

**Fair Market**



**November 30**

**+ December 1**

**Fair Market**



**7,000**

ATTENDEES

**20,000**

WEBPAGE VIEWS

**130+**

MAKERS

**30,000**

EBLAST SUBSCRIBERS

**6,500**

ATTENDEES

**27,400**

WEBPAGE VIEWS

**130+**

MAKERS

**30,000**

EBLAST SUBSCRIBERS



# BOSTON



Renegade Boston is held annually during the holidays at the historic Cyclorama located in SoWa. Attendees from all over New England gather to discover new and emerging artists from around the country, including Makers and Designers, local DJs, craft Food and Drink, and more.

Steeped in tradition yet defining innovation, Boston's flourishing community of craftspeople is uniquely positioned to nurture and produce revolutionary voices in the arts. At the heart of it all is the Cyclorama's neighborhood, the SoWa Art & Design District, where creatives commune from all over to collaborate ideas at the 200+ art galleries, eclectic boutiques, and diverse restaurants.

# NOVEMBER 2+3

## The Cyclorama



**3,500**

ATTENDEES

**20,000**

WEBPAGE VIEWS

**80+**

MAKERS

**25,000**

EBLAST SUBSCRIBERS



## CHICAGO



Renegade's hometown and the location of our headquarters, Chicago is where it all started when we popped-up with our first Fair in 2003. Since then, Renegade has grown into a Chicago mainstay, attracting bustling crowds, exceptional Maker talent, collaborative features, and artistic installations at every Fair.

After years of nurturing artists and Makers of all disciplines, Chicago's expansive creative community has grown to be an international force in arts and culture. Our Flagship Wicker Park Fair is known as the epicenter of craft, where over 400 of the best Makers + Designers gather for a bustling and inspiring weekend that never fails to attract huge crowds.



**May 11 + 12**

**Halsted St. in Pilsen**



**10,000**

ATTENDEES

**37,000**

WEBPAGE VIEWS

**180+**

MAKERS

**34,000**

EBLAST SUBSCRIBERS

**July 19+20+21**

**Pitchfork Music Festival**



**10,000**

ATTENDEES

**37,000**

WEBPAGE VIEWS

**180+**

MAKERS

**34,000**

EBLAST SUBSCRIBERS



# September 7+8

Division St. in Wicker Park



**63,500**

ATTENDEES

**60,000**

WEBPAGE VIEWS

**400+**

MAKERS

**36,000**

EBLAST SUBSCRIBERS

# December 7+8

Bridgeport Art Center



**14,500**

ATTENDEES

**50,000**

WEBPAGE VIEWS

**260+**

MAKERS

**34,000**

EBLAST SUBSCRIBERS



## DENVER



Renegade Denver gathers local Makers and Designers with national artists in the inspiring River North Art District (RiNo). Located adjacent to Denver Central Market, the Fair is a sunny, al fresco marketplace perfect for to discover new artists, shop innovative design, and enjoy immersive features.

RiNo is a vibrant creative community colored by murals on every corner. RiNo boasts a robust food and bar scene, as well as creative studios and exhibition spaces aplenty. Where urban meets natural, Denver is home to a vibrant creative community alive with fresh, nature-inspired voices.

# September 21 + 22

Larimer St. in RiNo District



**4,000**

ATTENDEES

**20,000**

WEBPAGE VIEWS

**60+**

MAKERS

**27,000**

EBLAST SUBSCRIBERS



# DETROIT



Once a year, Renegade Detroit unites national Maker + Designer talent with Motor City's established creative community. The Fair gathers street-side with exceptional artists, DJ sets, installations, and craft food and drink offerings.

Thriving in a post-industrial landscape, Detroit's creatives continually produce some of the most exciting art in the country. The city buzzes with an underground hum of artists given the opportunity to grow their work within a diverse and inclusive community. The Fair is located near Eastern Market, where goods and ideas have been traded for over 150 years.

# September 14 + 15

## Division St. in Eastern Market



**4,000**

ATTENDEES

**15,000**

WEBPAGE VIEWS

**35+**

MAKERS

**25,000**

EBLAST SUBSCRIBERS



## LONDON



Renegade jumps the pond for our annual festive Fair off of London's Brick Lane. Tucked into the heart of Shoreditch, The Truman Brewery provides Renegade London a cozy respite in the city for local and international creatives to shop Maker + Designer goods, collaborate ideas, and inspire crowds.



Setting an international pace for innovation and creativity, London cultivates avant-garde artists on the forefront of their craft in most every field. In Shoreditch, artists converge at the many restaurants, studio spaces, vintage shops, and museums – making it the perfect home for Renegade every year.

# December 14+15

## The Truman Brewery



**4,000**

ATTENDEES

**22,000**

WEBPAGE VIEWS

**115+**

MAKERS

**30,000**

EBLAST SUBSCRIBERS



## LOS ANGELES



Renegade Los Angeles gathers for two inspiring and sunny Fairs a year at Los Angeles State Historic Park. As you head to the park, expect exceptional Maker + Designer goods, food trucks, refreshing drinks, sounds of live DJ sets in the near distance, downtown views, and weekends bookended by sunsets.

Home to diverse cuisine, experimental museums, and curated shops stocked with Maker goods, Los Angeles continues to cultivate some of the most innovative creative voices in the world. Nurturing that innovation, we're excited to be seeing Renegade creatives establishing their own brick + mortar spaces in neighborhoods across the city.

# April 6+7

Los Angeles State  
Historic Park



# November 23+24

Los Angeles State  
Historic Park



**20,000**

ATTENDEES

**35,000**

WEBPAGE VIEWS

**17,000**

ATTENDEES

**47,000**

WEBPAGE VIEWS

**200+**

MAKERS

**35,000**

EBLAST SUBSCRIBERS

**320+**

MAKERS

**35,000**

EBLAST SUBSCRIBERS



## NEW YORK



Renegade New York and Renegade Brooklyn have long cultivated the local craft and design community into being the international force it is today. At the Brooklyn and Manhattan Fairs, expect up-and-coming Makers and Designers curated alongside immersive experiences, including live DJ sets, diverse culinary offerings, and creative installations.

Fast-paced and utilitarian at heart, New York and Brooklyn Makers define trends in the art and culture worlds well before they hit the mainstream. From experimental eats to unconventional museums, New York is constantly growing to keep up with its evolving self.



# June 22+23

Brooklyn Expo Center



**6,500**

ATTENDEES

**25,000**

WEBPAGE VIEWS

**200+**

MAKERS

**35,000**

EBLAST SUBSCRIBERS

# November 9+10

Metropolitan Pavilion



**10,000**

ATTENDEES

**55,000**

WEBPAGE VIEWS

**230+**

MAKERS

**35,000**

EBLAST SUBSCRIBERS

# December 21+22

Brooklyn Expo Center



**5,800**

ATTENDEES

**32,000**

WEBPAGE VIEWS

**230+**

MAKERS

**35,000**

EBLAST SUBSCRIBERS



# PORTLAND



Home to one of the most vibrant and diverse handmade communities, Renegade unites Portland's local creatives with the country's foremost voices in craft and design. Held in Northwest Portland's Pearl District, Pure Space offers a bright two-day home for emerging and established artists to present their work to bustling crowds and inspired guests.

Regarded as the country's incubator of new ideas and trends, Portland is home to the some of most experimental creatives. At the heart of it all is Pearl District, teeming with innovative energy from exciting restaurants to avant garde galleries.



# July 27+28

Pure Space



# December 21+22

Pure Space



**5,700**  
ATTENDEES

**20,000**  
WEBPAGE VIEWS

**85+**  
MAKERS

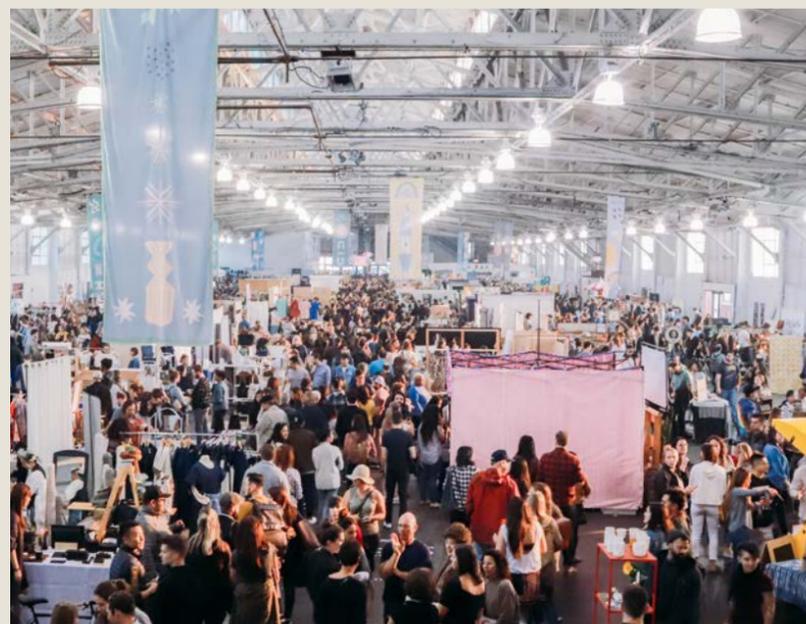
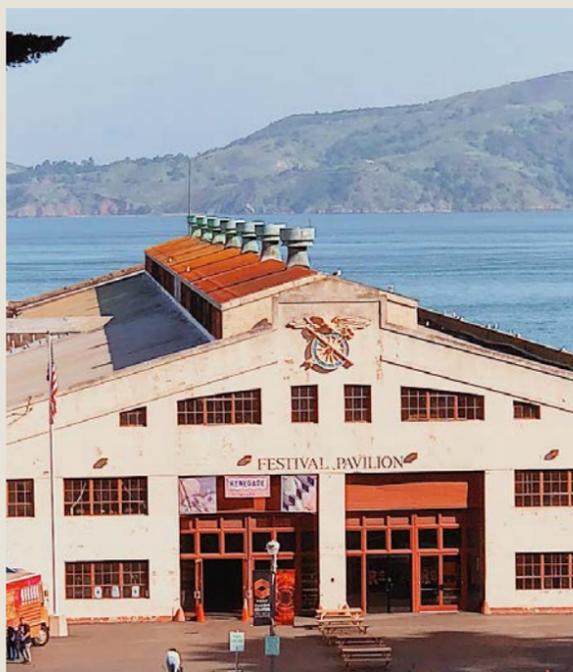
**27,500**  
EBLAST SUBSCRIBERS

**4,500**  
ATTENDEES

**20,000**  
WEBPAGE VIEWS

**100+**  
MAKERS

**27,500**  
EBLAST SUBSCRIBERS



## SAN FRANCISCO



**Renegade San Francisco gathers the expansive Bay Area creative community for three annual weekends of exceptional and inspirational craft. Fort Mason Center Festival Pavilion offers a bright and airy marketplace for attendees to discover new artists, shop innovative design, and enjoy immersive features.**

**With museums, art schools, and design studios aplenty, San Francisco is a creative incubator for creatives of all disciplines. From the epicenter of farm-to-table cuisine to the tech boom, San Francisco artists have evolved along with their city and continue to define worldwide creative movements.**



**April 13+14**

**Fort Mason Center**



**July 13+14**

**Fort Mason Center**



**November 16+17**

**Fort Mason Center**



**20,000**

ATTENDEES

**40,000**

WEBPAGE VIEWS

**260+**

MAKERS

**36,000**

EBLAST SUBSCRIBERS

**14,000**

ATTENDEES

**40,000**

WEBPAGE VIEWS

**280+**

MAKERS

**36,000**

EBLAST SUBSCRIBERS

**17,500**

ATTENDEES

**46,000**

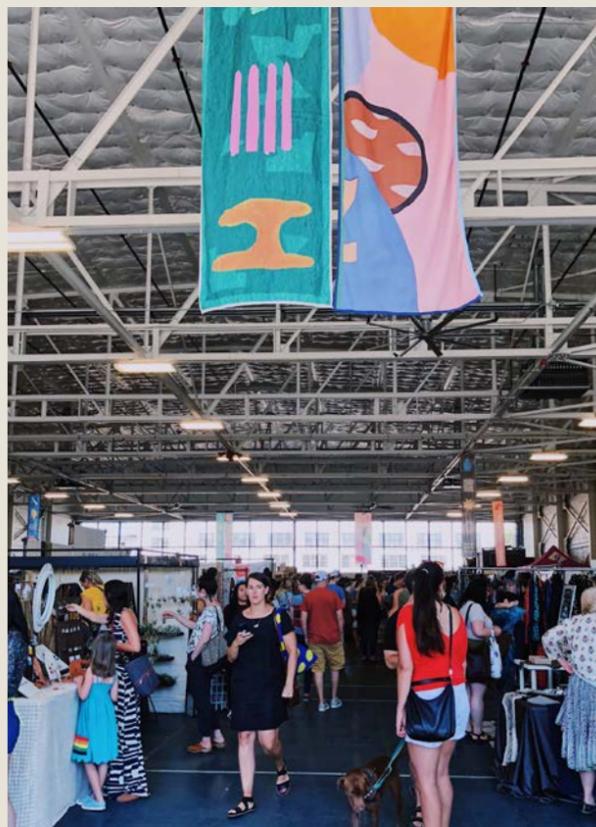
WEBPAGE VIEWS

**200+**

MAKERS

**36,000**

EBLAST SUBSCRIBERS



## SEATTLE



Renegade Seattle gathers the local creative community and country's foremost Makers and Designers for two inspiring weekends a year. The light-filled Hangar 30 located in Magnuson Park's verdant grounds provides the perfect venue for Seattle's nature-inspired artists to gather with bustling crowds.

Where urban meets natural and local meets global, Seattle is home to a vibrant creative community buzzing with fresh voices. The city boasts an innovative restaurant scene alongside avant-garde museums and art schools that exhibit and produce the city's exciting voices.

# July 20+21

Hangar 30 @  
Magnuson Park



# December 14+15

Hangar 30 @  
Magnuson Park



**8,500**

ATTENDEES

**25,000**

WEBPAGE VIEWS

**100+**

MAKERS

**27,000**

EBLAST SUBSCRIBERS

**12,500**

ATTENDEES

**25,000**

WEBPAGE VIEWS

**200+**

MAKERS

**27,000**

EBLAST SUBSCRIBERS



# WHO WE'VE WORKED WITH

ShipStation®



KIND



Handmade  
at amazon

TRIBEZA  
AUSTIN CURATED

bañ

7x7

BOXED  
WATER



Chicago  
Tribune



THE AUSTIN  
CHRONICLE  
austinchronicle.com

TOMS



D&STUFF

ACE HOTEL

Etsy

DREMEL



Freehand  
MIAMI



GOOSE  
ISLAND  
BEER CO.





# WHO WE'VE WORKED WITH



SKILLSHARE





# WHO WE'VE WORKED WITH

GLACÉAU  
**vitaminwater**

**WBEZ**  
**91.5**  
CHICAGO



**93XRT**



**HARKEN**



THE  
SEEKER  
WINES

**JUXTAPOZ**  
ART & CULTURE MAGAZINE



**STUMPTOWN**  
COFFEE ROASTERS



*Madewell*

Outdoor Voices



# Get in Touch



## Sponsor Inquiry Form

[renegadecraft.com/sponsor-inquiry](https://renegadecraft.com/sponsor-inquiry)



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