

A wide-angle, high-angle shot of a bustling indoor market. The space is filled with people of various ages and ethnicities. Stalls and tables are set up throughout the room, displaying a wide variety of goods including clothing, shoes, jewelry, and home decor. A large blue banner hangs from the ceiling on the left, and a large red balloon is visible on the right. The market is held in a large, open hall with high ceilings and industrial-style lighting. The overall atmosphere is one of a busy, vibrant community event.

# RENEGADE

craft



## Our Story

Over the last 17 years, Renegade Craft has grown to become the broadest-reaching contemporary craft showcase in the world. Throughout our expansive communities, Renegade is known for consistently producing high-quality and thoughtfully curated events that make for a one-of-a-kind shopping—and selling—experience.



## Partner with Us

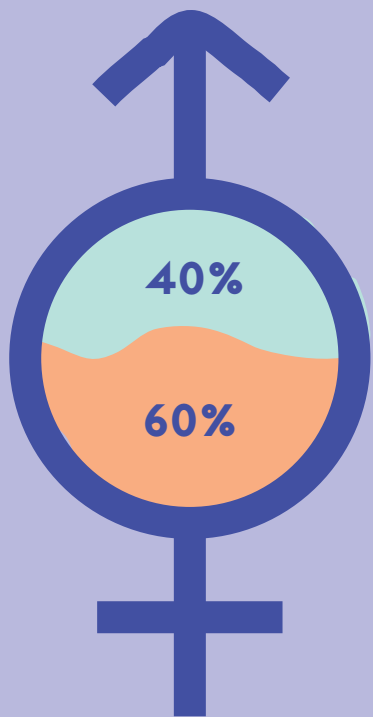
Spanning 10 major cities in the U.S. and U.K., Renegade Craft attracts 300,000+ dedicated and consumer-conscious attendees annually. With a community of 3,000+ creative entrepreneurs, brands have the unprecedented opportunity to connect with today's most influential small businesses.



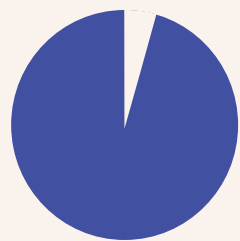
# 2020 TOUR

LOCATION	DATE	VENUE	ATTENDEES	MAKERS	PAGEVIEWS	EBLAST SUBSCRIBERS
San Francisco	April 4 + 5	Fort Mason Festival Pavilion	25,000	275+	40,000	36,000
Los Angeles	April 18 + 19	Los Angeles State Historic Park	20,000	300+	20,000	35,000
Denver	May 2 + 3	Denver Central Market	5,000	60+	20,000	27,000
Austin	May 9 + 10	Fair Market	7,000	130+	20,000	30,000
Brooklyn	June 13 + 14	Brooklyn Expo Center	8,000	230+	25,000	35,000
Chicago	June 27 + 28	Clark Street in Andersonville	20,000	200+	37,000	34,000
San Francisco	July 11 + 12	Fort Mason Festival Pavilion	20,000	275+	25,000	35,000
Seattle	July 25 + 26	Hangar 30	8,500	150+	25,000	27,000
Chicago	September 12 + 13	Division Street in Wicker Park	70,000	430+	36,000	36,000
San Francisco	November 7 + 8	Fort Mason Festival Pavilion	25,000	275+	40,000	35,000
Boston	November 7 +8	The Cyclorama	5,000	80+	20,000	25,000
New York City	November 14 + 15	Metropolitan Pavilion	8,500	260+	25,000	35,000
Los Angeles	November 21 + 22	Los Angeles State Historic Park	17,000	300+	25,000	35,000
Austin	November 28 + 29	Fair Market	7,000	130+	55,000	35,000
Brooklyn	December 5 + 6	Brooklyn Expo Center	7,000	230+	32,000	35,000
Seattle	December 12 + 13	Hangar 30	12,500	150+	25,000	27,000
Portland	December 19 + 20	Pure Space	6,000	110+	20,000	27,000
Chicago	December 19 + 20	Revel Fulton Market	16,000	260+	50,000	34,000

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



**60%**  
of Renegade Craft visitors are  
female-identifying, while 40%  
identify as male.



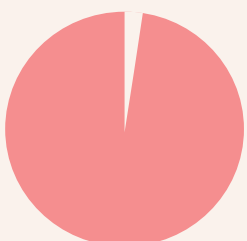
## Slow Shoppers

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



## Millennial Focused

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



## Loyal Fans

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



## Digitally Savvy

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



## Purchase Power

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



## Eager Spenders

**50%** of attendees  
spend at least  
\$100 at a fair

- URBAN DWELLERS • CREATIVE PROFESSIONALS • INFLUENCERS AND TASTEMAKERS •
- ART, DESIGN, AND TECH SAVVY INDIVIDUALS • DISCERNING CONSUMERS •
- HEALTH-MINDED INDIVIDUALS • MODERN AND CREATIVE FAMILIES • INCLUSIVE SPACE SEEKERS •



## DIGITAL REACH

# 325K+

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

# 55K+

**Unique visitors** to RenegadeCraft.com each month.

# 65K+

**Subscribers** to Renegade Craft's monthly newsletter.

# 175K+

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

# 3K+

Renegade works with thousands of **creative entrepreneurs and influencers** from diverse communities and backgrounds every year.







## ONSITE ACTIVATIONS

- Bring your brand to life through a sponsored booth presence
- Provide a branded takeover of fair amenities, such as water refill stations, event wifi, tech charging lounges, parent comfort stations, fair transportation, wellness activities and more



## FOOD \* BEVERAGE

- Increase exposure through category exclusivity
- Feature specialty cocktails at our event bar



## EXPERIENTIAL + WORKSHOPS

- Showcase your brand in action by hosting a class, demonstration, photo-op, or an immersive art installation
- Host a hands-on workshop led by creative professionals or influencers





## GIVEAWAYS

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



## SPONSORED DIGITAL CONTENT

- Gain visibility via our heavily-trafficked website, blog, and Field Guide with 1.8M pageviews annually
- Target our mailing list of 65,000+ subscribers
- Engage with our robust social media following of 325,000+ fans and followers



## FAIR MATERIALS + DECOR

- Enhance the fair experience by sponsoring fair materials
- Provide print collateral, event decor, floral installations, vinyl, or barware





TRIBEZA  
AUSTIN CURATED

7x7

  
THE INFATUATION

Chicago  
Tribune

 CHICAGO  
READER

THE AUSTIN  
CHRONICLE

design\milk  


D°STUFF

 flavorpill

TimeOut

The  
New York  
Times

oh comely

the♥  
simple  
things

the village  
VOICE

WBEZ91.5  
CHICAGO'S  NEWS STATION



Get in Touch

Sponsor Inquiry Form

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

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