RENEGADE
craft
SALE
VAMVAS
ALDI

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.

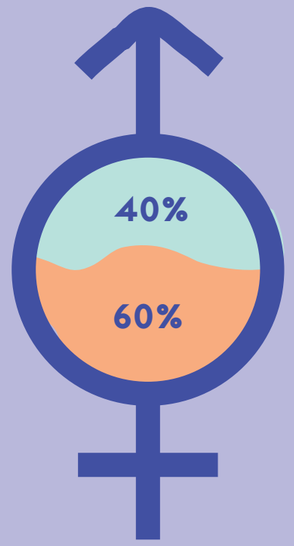
2020 TOUR

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

OUR AUDIENCE

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 back-grounds every year.

HOW TO GET INVOLVED

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

HOW TO GET INVOLVED

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

PAST SPONSORS

BOXED WATER

BAR CLIF

FISKARS

freehand MIAMI

GOOSE ISLAND BEER CO.

GTS KOMBUCHA organic & raw

HALF ACRE CHICAGO

HARIBO

HARKEN

Hello FRESH

INTELLIGENTSIA FRESH ROASTED COFFEE

Lesser Evil SINFUL TASTE CLEAN SNACKS

Madewell

mailchimp

Maker's Mark

MARTHA STEWART Living

Mrs. MEYER'S CLEAN DAY

Outdoor Voices

QUAKER ESTD 1877

REI co-op

RXBAR

SANPELLEGRINO

SCHWINN

SIPSMITH London

SQUARESPACE

Tito's Handmade VODKA

TOMS

ups

WHOLE FOODS MARKET

zipcar

MEDIA PARTNERS

CONTACT US

Get in Touch

Sponsor Inquiry Form

renegadecraft.com/sponsor-inquiry

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