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

We're on the lookout for sponsors who want to:

• Uplift and support small businesses •
• Participate in uniquely "now" experiences •
• Partner with a trusted industry leader that's produced 200+ dynamic events •

Tell your brand story through Renegade Craft's voice, visual lens, and high-quality content.
OUR REACH

1.8M+ annual pageviews on our website, blog, and field guides

55K+ unique visitors to our website each month

65K+ subscribers to our weekly newsletter

3K+ small businesses and entrepreneurs subscribe to our SMB-specific communications

325K+ engaged followers across all social media platforms

Renegade Craft artists have an average 6.5k Instagram followers, with some artists having up to 400k followers.
OUR AUDIENCE

Gender Inclusive
60% of fans are female-identifying, while 40% identify as male.

Millennial & Gen Z Focused
75% of fans are between the ages of 18-45

Digitally Savvy
72% of followers engage with Renegade Craft on social media

Purchase Power
40% of fans have a household income above $100K a year

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

- Brand promotions, artist & influencer collaborations, product placements, giveaways, and more.
- Renegade manages all stages of production, including talent coordination, photography/filming, and distribution/posting.
- Use of photography/filming provided by the sponsor and distribution/posting by sponsor with approval from Renegade Craft.

Engage with our community of 210K+ Instagram followers by creating seamlessly-integrated, collaborative content.

- 3 – 12 posts per week
- 25K average impressions per post
- Cross-promotion available on other Renegade social media platforms.

Instagram Posts, Stories, and IGTV

- Brand promotions, artist & influencer collaborations, product placements, giveaways, and more.

Content Ideas

- Renegade manages all stages of production, including talent coordination, photography/filming, and distribution/posting.
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Host creative workshops, musical performances, studio tours, online happy hours, mixology tutorials, step-by-step DIYs, and more.

Collaborate with Renegade's creative influencers to produce custom video content, integrate product endorsements, or gift products.

Renegade manages all stages of production, including coordinating talent, creating or approving livestream or pre-recorded video content, distribution, and promotion.

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Cross-promotion available on other Renegade social media platforms.

Partner with Renegade in creating interactive, educational, and unique digital content that sparks conversation about your brand.
DIGITAL OPPORTUNITIES

Weekly Newsletters

Get in front of our audience of 65,000+ newsletter subscribers with story-driven content.

- Brand features, product spotlights, giveaways, custom advertisements, and more.
- Geo-targeted & dedicated eblasts are also available.
- Renegade manages all stages of production, including writing and designing content, distribution, and promotion.
- 20% Average Open Rate
- 2.5% Average Click Rate (12% Effective Click Rate)
- Cross-promotion available on other Renegade social media platforms.
Small Business Newsletters

Connect with the 3,000+ small business owners and creative entrepreneurs in a unique B2B opportunity.

- Brand features, product spotlights, giveaways, custom advertisements, and more.
- Introduce a new product or build brand loyalty with donations to makers or followers.
- Renegade manages all stages of production, including writing and designing content, distribution, and promotion.
- Fair-specific list: 90% Open Rate and 55% Click Rate
- Full vendor list: 50% Open Rate and 8% Click Rate
- Cross-promotion available on other Renegade social media platforms.
DIGITAL OPPORTUNITIES

Sponsored Blog + Field Guides

Sponsor or help create evergreen content for our Blog + Field Guide.

- Collaborate on inspiring brand messaging or content.
- Curate a list of dining, drinking, shopping, lodging, and/or experiences for our Field Guides.
- Promote the opening of new retail locations or your existing partnerships with bars, restaurants, and hotels on our Field Guides, Brand features, product spotlights, giveaways, custom advertisements, and more.

- Renegade manages all stages of production, including writing and designing content, distribution, and promotion.

- 4,000+ pageviews per month
- Cross-promotion available on other Renegade social media platforms.

Content Ideas

Production

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30x84 to 633x645

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**DIGITAL OPPORTUNITIES**

**Custom Advertisements**

Promote your brand in our digital space with custom-designed graphics and copy geared towards our audience.

- Within Fair Rosters
- Social media graphics
- Small Business Fair Participation Kits
- Weekly Newsletters
- Small Business Newsletters
- Blog + Field Guides

**Content Ideas**
Get in Touch

Sponsor Inquiry Form
renegadecraft.com/sponsor-inquiry

@RENEGADECRAFT  #RENEGADECRAFT