WHO WE ARE

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.
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.

OUR AUDIENCE

- **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**
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
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

airbnb
BOXED WATER
BAR CLIF
FISKARS
Freehand
GOOSE ISLAND BEER CO.
Kombucha organic & raw
HARIBO
HARKEN
Hello Fresh
INTELLIGENTSIA
Lesser Evil
Madewell
Mailchimp
Maker's Mark
Living
MEYER'S CLEAN DAY
Outdoor Voices
Quaker
REI co-op
RXBAR
SANPELLEGRINO
Schwinn
SIPSIMEHIN London
Squarespace
Tito's Handmade Vodka
TOMS
UPS
Whole Foods Market
Zipcar
Get in Touch

Sponsor Inquiry Form
renegadecraft.com/sponsor-inquiry

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