



## PROGRAMMING SPONSORSHIP OPPORTUNITIES

Founded in 2001, Houston Center for Contemporary Craft (HCCC) is a 501(c)(3) nonprofit arts organization with a mission to inspire and connect people to the art and process of making. Focused on objects made from **clay, fiber, glass, metal, wood**, and **mixed media** and recognized for leading-edge exhibitions and scholarship, HCCC is one of the few venues in the country dedicated exclusively to fine contemporary craft in all media.

HCCC is offering \$1,000 – \$20,000 sponsorship opportunities designed to complement a slate of expert-led, multi-generational learning opportunities. Sponsorships support the purchase of craft supplies, honoraria for teaching artists, and event staging expenses.

### **Sponsors will be featured in:**

- Marketing collateral and event signage
- Press coverage in releases and social media features
- Hyperlinks on CraftHouston.org
- Plus receive HCCC Patron Circle membership benefits.

HCCC educational programming highlights craft as interdisciplinary. Natural dyeing educates guests about the environment, botany, and chemistry while sewing a quilt square connects students with color and texture as well as geometry and culture.

### **HCCC's most popular programs include:**

**Hands-on Houston** is one of the longest running and most popular free art programs in the city. This monthly making event provides artists, families, and community members with informal learning opportunities. More than 45,000 individuals have engaged with Hands-on Houston since its inception.

HCCC's annual **Craft Community Day** draws hundreds of visitors who want to connect with our resident artists and the two dozen local craft groups we host, such as Contemporary Handweavers of Houston and Gulf Coast Woodturners. Together we present make-and-take activities, demonstrations, and gallery tours.

HCCC hosts free drop-in programming for families during **Spring Break**, inviting participants to experiment with different materials, tools, and a new art project each day.

**\$20,000 – Educational Programs****Lead Sponsor**

Approximately 5,000 individuals participate in all making activities each year.

**\$10,000 – Hands-on Houston****Annual Sponsor**

Your support gets highlighted during Hands-on Houston every month.

**\$5,000 – Spring Break Sponsor**

Approximately 1000+ students with their families attend this full week of activities.

**\$2,500 – Community Festival Sponsor**

500+ makers of all ages come out for our popular festivals hosted twice each year.

**\$1,000 – Hands-on Houston****Single Event Sponsor**

250+ craft enthusiasts line up for Hands-on Houston the first Saturday of every month.

**In total, your sponsorship of our educational events will be recognized by:**

- 12K annual visitors to HCCC
- 90K+ unique visitors to CraftHouston.org
- 30K+ followers on social media @CraftHouston
- 5K+ email subscribers

To learn more about becoming a sponsor, please contact Leila Cartier at [lcarter@craftthouston.org](mailto:lcarter@craftthouston.org) or 713-529-4848 x103.

