craft

OBJECTS & DESIGN ATLANTA

November 13–14, 2027
Atlanta, Georgia

AMERICAN CRAFT COUNCIL

SPONSORSHIP OPPORTUNITIES

craftcouncil.org

Craft Objects & Design Atlanta

November 13–14, 2027
Pullman Yards, Atlanta, Georgia

Craft Objects & Design Atlanta is the American Craft Council's newest major fair showcasing exceptional contemporary craft artists, galleries, makers, and designers from around the country.

Taking place at the historic Pullman Yards, the two-day event will feature thoughtfully crafted furniture, fashion, jewelry, home goods, and other collectible objects. Visitors will have opportunities to discover and purchase work directly from artists, meet the people behind the objects, enjoy live demonstrations, and participate in hands-on craft and design experiences.

- 175+ makers, designers, and galleries
- Hands-on experience and live demonstrations
- 6000+ attendees
- Dozens of local partners and arts organizations
- Special events, tours, awards, parties, and more



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The leading craft nonprofit returns to Atlanta—with a new vision

Craft Objects & Design Atlanta is produced by the American Craft Council (ACC), the leading nonprofit supporting artists, makers, and the craft field for nearly 85 years.

ACC connects artists, audiences, organizations, and ideas across the country, creating opportunities for makers to build sustainable practices, develop relationships, share their work, and participate in a vibrant national craft community.

Craft Objects & Design Atlanta represents the next chapter in that work—bringing ACC back to Atlanta with a new fair concept while building on nearly three decades of presenting major fairs in the region.

What we do:

Artist development
We offer innovative programs that support craft-centered livelihoods and celebrate the past, present, and future of the handcrafted.

Craft storytelling
We produce hundreds of stories each year that illuminate the many ways that craft connects people and shapes culture.

Unique events
We create engaging nation-wide experiences that bring makers and appreciators together.

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A new kind of craft & design experience.

Craft Objects & Design Atlanta is designed as a place to spend time, discover, connect, and participate. The fair will bring together craft and design, foster meaningful connections with Atlanta's creative community, and make the most of Pullman Yards' distinctive indoor and outdoor spaces.

Visitors will:

DISCOVER exceptional craft, contemporary design, and artists working across disciplines.

MEET artists and makers, hear their stories, and learn about their creative processes.

EXPERIENCE live demonstrations and participate in hands-on craft and design activities.

SHOP & COLLECT one-of-a-kind and small-batch objects directly from artists and select galleries.

CONNECT with fellow craft and design enthusiasts, collectors, creative professionals, and Atlanta's arts community.

LOOK AHEAD to emerging artists, new perspectives, and the ideas shaping the future of American craft and design.

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Reach a valuable audience and make a difference.

Craft Objects & Design Atlanta is designed to reach people who are curious about craft, design, art, making, collecting, and creative culture—from first-time visitors discovering contemporary craft to established collectors and creative professionals looking for new artists and ideas.

With an anticipated 6,000+ visitors, the fair will bring together Atlanta's creative community and audiences from across the country.

Our audiences:

- Emerging collectors of craft and design
- Arts and culture audiences looking for engaging social experiences
- Buyers of exceptional craft and design
- Curators, gallerists, educators, and other arts leaders
- Architects, interior designers, and other design professionals
- Early career and established artists, makers, and designers

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Craft Objects & Design Atlanta sponsorship opportunities

	Presenting recognition	Top-tier logo placement	Activation space on-site	Opportunity to sponsor programming	Logo on event website	Logo on collateral	Recognition in event emails	Social media recognition	Ad in the fair guide	Recognition in media	Tickets to the event
Presenting Sponsor	●	●	●	First choice	●	●	●	Dedicated	Full page, inside front cover	●	20 VIP 30 General Admission
Lead Sponsor		●	●	Choice	●	●	●	Dedicated	Full page	●	15 VIP 20 General Admission
Premier Sponsor		●	●	Choice	●	●	●	Dedicated	Full page	●	10 VIP 15 General Admission
Signature Sponsor		●	●	Choice	●	●	●	Group	Half page		5 VIP 10 General Admission
Supporting Sponsor					●	●	●	Group	Quarter page		6 General Admission
Community Partner					●	●	●	Group			4 General Admission
Friend of the Fair					●	●	●	Group			2 General Admission

We would love to work with you to develop a sponsorship that aligns with your organization's goals

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SPONSORSHIP LEVEL

Presenting Sponsorship

Lead the launch. Shape the experience. Put your brand at the center of Atlanta's newest celebration of craft and design.

As the Presenting Sponsor of Craft Objects & Design Atlanta, your organization will be the event's most prominent partner, helping launch ACC's newest major fair and bringing together more than 175 artists, makers, and designers alongside thousands of visitors at Pullman Yards.

This partnership offers a high-profile opportunity to align your brand with creativity, craftsmanship, design, and community. With prominent visibility across the fair's marketing campaign, media coverage, and on-site experience, we can create a meaningful partnership tailored to your organization's goals.

Full benefits:

- **Presenting-level recognition across all media**
- **Inclusion in ACC's national media campaign and all advertising**
- **On-site exhibition and/or activation space**
- **Top-tier logo placement across all media (website, signage, collateral)**
- **Recognition in all event emails (sent to 40,000+ subscribers)**
- **Dedicated social media recognition across Instagram, LinkedIn, and Facebook**
- **Opportunity to align your sponsorship with a specific Craft Objects & Design Atlanta program area**
- **Full-page ad in the fair guide with premium placement**
- **Dedicated story on craftcouncil.org**
- **On-site brand activation opportunity**
- **Custom engagement opportunities available with premier placement**
- **Twenty (20) VIP tickets**
- **Thirty (30) single-day general admission tickets**
- **Opportunity to run a special offer or giveaway for attendees**
- **Sponsor-provided branded materials placed in visitor tote bags**
- **Custom post-event impact report**
- **First right of renewal for the next fair**

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SPONSORSHIP LEVEL

Lead Sponsorship

As a Lead Sponsor of Craft Objects & Design Atlanta, your organization will play a prominent role in launching ACC's newest major fair, connecting your brand with artists, makers, designers, collectors, and the broader creative community. The partnership provides strong visibility and recognition across the fair's marketing campaign, media coverage, on-site experience, and audience engagement.

Lead Sponsors also have opportunities to align their brand with a signature program or experience, creating meaningful connections with attendees while demonstrating support for craft, design, and Atlanta's creative community.

Each partnership can be tailored to reflect your organization's goals and areas of interest.

Full benefits:

- **Inclusion in ACC's national media campaign and all advertising**
- **High-tier logo placement across all media (website, signage, collateral)**
- **Recognition in all event emails (sent to 40,000+ subscribers)**
- **Dedicated social media recognition across Instagram, LinkedIn, and Facebook**
- **Opportunity to align your sponsorship with a specific Craft Objects & Design Atlanta program area**
- **Full-page ad in the fair guide**
- **On-site brand activation opportunity**
- **Custom engagement opportunities available**
- **Fifteen (15) VIP tickets**
- **Twenty (20) single-day general admission tickets**
- **Opportunity to run a special offer or giveaway for attendees**
- **Sponsor-provided branded materials placed in visitor tote bags**
- **Custom post-event impact report**
- **First right of renewal for the next fair**

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SPONSORSHIP LEVEL

Premier Sponsorship

As a Premier Sponsor of Craft Objects & Design Atlanta, your organization will have a strong presence at ACC's newest major fair, connecting your brand with artists, makers, designers, collectors, and creative audiences.

The partnership provides prominent recognition across the fair's marketing campaign, digital communications, on-site experience, and audience engagement.

Premier Sponsors can also align their brand with a selected program, activity, or experience, creating opportunities for meaningful audience interaction while supporting the artists and ideas at the heart of the event.

Each partnership can be shaped around your organization's goals.

Full benefits:

- **Inclusion in ACC's national media campaign**
- **High-tier logo placement across all media (website, signage, collateral)**
- **Recognition in all event emails (sent to 40,000+ subscribers)**
- **Social media recognition across Instagram, LinkedIn, and Facebook alongside other sponsors**
- **Full-page ad in the fair guide**
- **On-site brand activation opportunity**
- **Custom engagement opportunities available**
- **Opportunity to align your sponsorship with a specific Craft Objects & Design Atlanta program area**
- **Ten (10) VIP tickets**
- **Fifteen (15) single-day general admission tickets**
- **Opportunity to run a special offer or giveaway for attendees**
- **Sponsor-provided branded materials placed in visitor tote bags**
- **Custom post-event impact report**
- **First right of renewal for the next fair**

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SPONSORSHIP LEVEL

Signature Sponsorship

As a Signature Sponsor of Craft Objects & Design Atlanta, your organization will build visibility and connect with audiences passionate about craft, design, and creative culture. The partnership offers meaningful brand recognition across selected event promotions, digital communications, and the on-site experience.

Signature Sponsors have opportunities to engage attendees and demonstrate their support for contemporary craft and design, with potential alignment to a specific program or experience.

Each partnership provides an opportunity to strengthen brand awareness while contributing to an event that celebrates artists, fosters connection, and brings Atlanta's creative community together.

Full benefits:

- **Inclusion in ACC's national PR campaign**
- **High-tier logo placement across all media (website, signage, collateral)**
- **Recognition in all event emails (sent to 40,000+ subscribers)**
- **Social media recognition across Instagram, LinkedIn, and Facebook alongside other sponsors**
- **Half-page ad in the fair guide (8,000 copies printed)**
- **Opportunity to develop an on-site brand activation**
- **Opportunity to align your sponsorship with a specific Craft Objects & Design Atlanta program area**
- **Five (5) VIP tickets**
- **Ten (10) single-day general admission tickets**
- **Opportunity to run a special offer or giveaway for attendees**
- **Sponsor-provided branded materials placed in visitor tote bags (800+ distributed)**
- **Post-event impact report**
- **First right of renewal for the next fair**

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SPONSORSHIP LEVEL

Supporting Sponsorship

As a Supporting Sponsor of Craft Objects & Design Atlanta, your organization will demonstrate its commitment to craft, design, and the creative community while building visibility among audiences who value artistry, innovation, and meaningful cultural experiences.

The partnership offers brand recognition across selected event promotions, digital communications, and on-site materials.

Supporting Sponsors help bring the fair to life while connecting with artists, makers, and attendees. This level offers an accessible opportunity to support ACC's newest major fair and be part of a celebration of contemporary craft and design in Atlanta.

Full benefits:

- **Logo placement across all media (website, signage, collateral)**
- **Recognition in event emails (sent to 40,000+ subscribers)**
- **Social media recognition across Instagram, LinkedIn, and Facebook alongside other sponsors**
- **Quarter-page ad in the fair guide**
- **Six (6) single-day general admission tickets**
- **Sponsor-provided branded materials placed in visitor tote bags**
- **Post-event impact report**
- **First right of renewal for the next fair**

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SPONSORSHIP LEVEL

Community Partners

Community Partnerships offer local and community organizations an accessible way to demonstrate their commitment to craft and be part of Craft Objects & Design Atlanta.

Community Partners help make the fair a welcoming and vibrant gathering place for artists, makers, designers, collectors, and craft and design enthusiasts. This level is designed for local businesses, community organizations, and mission-aligned partners who want to support Atlanta's creative community while building visibility among the fair's audiences.

Community Partners receive recognition throughout the fair, along with event access and opportunities to connect with attendees. This partnership provides a meaningful way to contribute to a new cultural event that connects Atlanta with artists, ideas, and audiences from across the country.

Full benefits:

- **Logo placement across all media (website, signage, collateral)**
- **Recognition in event emails (sent to 40,000+ subscribers)**
- **Social media recognition across Instagram, LinkedIn, and Facebook alongside other sponsors**
- **Four (4) single-day general admission tickets**
- **Post-event impact report**
- **Potential inclusion in Let's Make or other on-site programs**
- **First right of renewal for the following period**

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SPONSORSHIP LEVEL

Friend of the Fair

Friend of the Fair sponsorship offers individuals, small businesses, and community organizations a simple, meaningful way to support Craft Objects & Design Atlanta and celebrate the artists and makers who bring it to life.

Friends of the Fair help create a welcoming space where artists, designers, collectors, and craft enthusiasts can come together to discover exceptional work, share ideas, and connect through craft and design.

Friends of the Fair receive event access and recognition for their support. It's an accessible way to champion craft, support artists, and be part of a new cultural event that connects Atlanta with the broader national craft and design community.

Full benefits:

- **Logo placement across all media (website, signage, collateral)**
- **Recognition in select event emails (sent to 40,000+ subscribers)**
- **Social media recognition across Instagram, LinkedIn, and Facebook alongside other sponsors**
- **Two (2) single-day general admission tickets**
- **Sponsor-provided branded materials placed in visitor tote bags**
- **Post-event impact report**
- **First right of renewal for the next fair**

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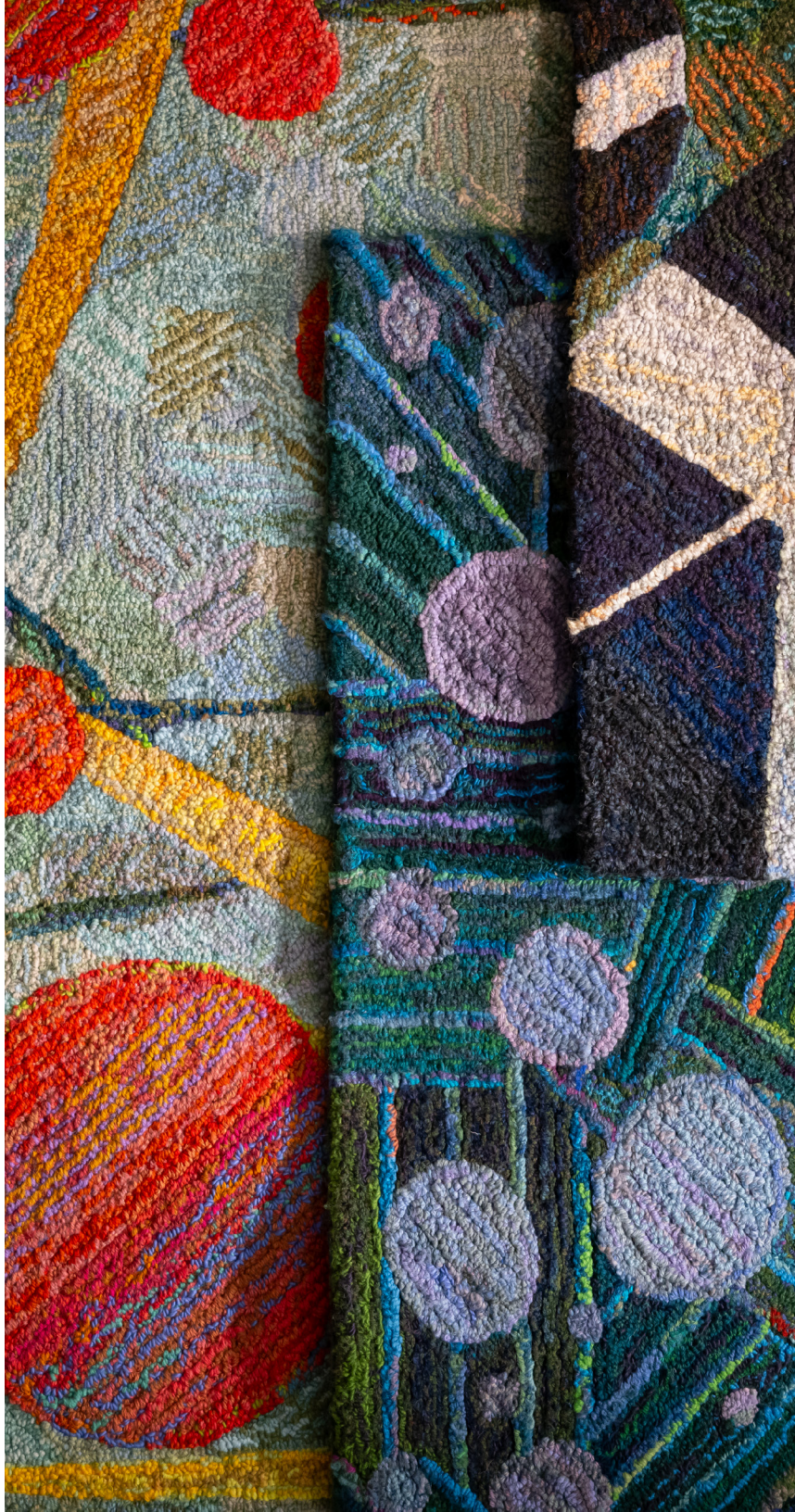

Programming Sponsorships

Friend of the Fair sponsorship offers individuals, small businesses, and community-minded organizations a simple, meaningful way to support Craft Objects & Design Atlanta and celebrate the artists and makers who bring it to life.

Friends of the Fair help create a welcoming space where artists, designers, collectors, and craft enthusiasts can come together to discover exceptional work, share ideas, and connect through craft and design.

Friends of the Fair receive event access and recognition for their support. It's an accessible way to champion craft, support artists, and be part of a new cultural event that connects Atlanta with the broader national craft and design community.

Opportunities include:

- **Let's Make!** — ACC's hands-on craft experience on the fair floor, featuring demonstrations and activities led by regional craft organizations.
- **School-to-Market** — A special section of the fair designed to help makers bridge the gap between craft-centered curricula and ACC's nationally renowned fairs and craft audiences.
- **Public lounges** — Gathering spaces on the fair floor where attendees can pause, connect, and recharge, offering sponsors opportunities for visible on-site activation.

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Begin a conversation:

Eric Wilson
Director of Audience Engagement
ewilson@craftcouncil.org

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