



MAINE CRAFTS ASSOCIATION

Our Mission:

To Sustain and Celebrate Craft
as a Cornerstone of Maine's
Culture and Economy

2026 Marketing Opportunities

Contact

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Introduction

Founded in 1983, the Maine Crafts Association (MCA) nurtures and connects craft artists across the state through education, mentorship, storytelling, community events, artist promotion, and income-generating opportunities. With a membership of over 500 multidisciplinary artists and small businesses, MCA also engages makers, institutions, and the public, ensuring that craft remains a vital cultural and economic force in Maine.

Values

- **Access:** Providing state-wide programs and initiatives that help artists grow their practices and businesses.
 - **Advocacy:** Championing the significance, influence, and contributions of artists in shaping modern society.
 - **Connection:** Fostering a diverse and inclusive community across generations, cultures, identities and regions.
 - **Education:** Serving emerging talent and seasoned professionals by providing resources to support craft artists at all points in their practices and careers.
 - **Ingenuity:** Advancing business practices to inspire innovation, stimulate imagination, promote originality and honor excellence in an evolving creative landscape.
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BE AN UNDERWRITER FOR ALL SHOP MAINE CRAFT EVENTS

**Sponsor every
Shop Maine Craft
event we offer
during the 2026
calendar year.
Choose your level,
and we'll promote
you all year long.**

GOLD LEVEL BENEFITS

\$2,500

- Promotion to our 6,000+ SMC Instagram & Facebook followers.
- Your brand is tagged in every post about the events.
- Dedicated post about you and your brand!
- Includes all benefits of the Silver Package.

SILVER LEVEL BENEFITS

\$1,000

- Your brand's logo on every postcard, poster, or printed material we produce for our events.
- On average, Shop Maine Craft prints 12,000+ event collateral annually; distributed widely across Maine.

ALL LEVELS INCLUDE

- Your logo linked on event pages, all press releases, and newsletters (12k subscribers)
- Your business name linked in every eNewsletter for the remainder of the year.

[Portland Fine Craft Show](#)

[Guild Fine Craft Show: MDI](#)

[Guild Fine Craft Show:
Brunswick](#)

[Found Object](#)

*Your logo on every postcard, poster + printed material, for
all of our events!*



Guild Fine Craft Shows

WHERE: Bar Harbor | Brunswick, Maine

WHEN: August 7 - 9 | October 24 - 25

ATTENDEES: 2,000 - 3,000

OVERVIEW: Shop Maine Craft produces standout juried fine craft shows at peak tourism and leaf-peeping season. Each August and October, the MCA Guild Members showcase exceptional work at high-traffic destinations across the state.



Admissions Table Sponsor \$600 | Both Shows \$1,000

- 1 - 2 small promotional items to display or giveaway at our admissions table.
- Includes benefits of Print Sponsor.

Print Sponsor \$500 | Both Shows \$750

- Logo on show postcard (3,000 copies distributed), poster, program (distributed to all show attendees), and Bar Harbor Show Guide (distributed to 10k locals in newspaper).
- Includes benefits of lower levels.

Shopping Bag Sponsor \$400

- Logo printed on our reusable shopping bags.
- Handed out at both Guild Fine Craft Shows (Bar Harbor + Brunswick) + Portland Fine Craft Show.

Digital Supporter \$250

- Sponsor recognition on Instagram + Facebook (6k combined followers)
- Your logo linked on event page, all press releases, and newsletters (12k subscribers)
- Your business name linked in every eNewsletter for the remainder of the year.
- **ALL SPONSORSHIP LEVELS INCLUDE DIGITAL SUPPORTER BENEFITS.**

CONTACT: Lizz Brown | Show Director | lizz@shopmainecraft.com | 717-372-1541



Thank you!

Our valuable sponsors are given brand visibility throughout the year to our broad audience. Show your commitment to the creative economy in Maine!

We are proud to be supported by the businesses and organizations that sponsor our unique programs and events.

MAINECRAFTS.ORG

- EDUCATION
- STORYTELLING
- COMMUNITY EVENTS
- ARTIST RESOURCES

SHOPMAINECRAFT.COM

- RETAIL GALLERY
- FINE CRAFT SHOWS
- MARKETS
- WEBSHOP

Contact Our Team Today

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LIZZ BROWN | LIZZ@MAINECRAFTS.ORG

Programs Manager + Director of Guild Fine Craft Shows
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Programs Manager + Director of Portland Fine Craft Show
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