

WesternDesign²⁸ CONFERENCE

Sponsorship Opportunities

JACKSON HOLE, WY
SNOW KING CENTER

WesternDesignConference.com



EXHIBIT + SALE

An experience

as unique and spectacularly breathtaking
as its surroundings.



About JACKSON HOLE

97% of land in Teton County, Wyoming is protected for generations to come

- Jackson Hole is a 48-mile-long valley inside Teton National Park and surrounded by the Teton and Gros Ventre Mountains with Yellowstone National Park to the north.
- Jackson Hole is located in Teton County, one of the wealthiest counties in the nation.
- 80% of attendees to the Western Design Conference are 2nd and 3rd home-owners.
- The WDC is the signature event kicking off the Jackson Hole Fall Arts Festival.
- Town is at capacity during this event each year.
- Each year patrons of the Western Design Conference Exhibit + Sale spend upwards of \$2 million with exhibiting national artists.



Overview WESTERN DESIGN CONFERENCE *Exhibit + Sale*

CONSIDERED THE
WORLD'S PREEMINENT
EXHIBITION OF WESTERN
FURNITURE, FASHION,
AND HOME ACCESSORIES

The Exhibit + Sale serves as a venue for illuminating the current state of Western design, and as a catalyst for the genre's evolution, bringing together artists, scholars, collectors, interior designers, architects, and fashion designers with a passion for the West.

EXHIBIT + SALE



About THE WESTERN DESIGN CONFERENCE Events

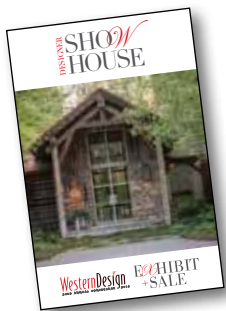
FASHION SHOW OPENING Preview Party

A gala celebration where the public views award winning craft, meets this year's artists, walks through the Designer Show House, experiences a Runway Fashion Show and participates in the live WDC Auction while enjoying local culinary creations + signature cocktails during a festive night of shopping.



EXHIBIT + SALE

3-day Exhibit + Sale featuring one-of-a-kind creations in furniture, fashion + home accessories from over 130 artists. This event celebrates functional museum-quality creations capturing the spirit of the West.



DESIGNER SHOW HOUSE

Juried artists' creations + custom interior design in a home environment. Attendees will enter a foyer and walk through six professionally designed rooms.



Sponsor Support

is vital to a show of this magnitude and makes it possible for artists who forgo mass produced work to receive more than \$20,000 annually.

The vision of the show remains the promotion of contemporary artists working in a wide range of Western genres while cultivating young, new and established collectors. The Western Design Conference Exhibit + Sale was established to perpetuate the best traditions of Western design through education and the exchange of ideas.



Reaching a national audience of more than 650,000 print and online readers

PLATINUM \$10,000

Presenting Sponsor of the Western Design Conference Value \$10,000

Name association with Winners' Circle Art Auction Value \$5,000

Sponsor Items below Value \$1,500

Six VIP tickets to Opening Preview Party & Fashion Show (VIP reserved seating) Value \$750

Ten General Admission tickets to Opening Preview Party & Fashion Show Value \$500

Twenty tickets to the WDC Exhibit + Sale Value \$300

TOTAL VALUE \$18,050

SILVER \$2,500

Signature Sponsor of the Exhibit + Sale Value \$1,500

Sponsor Items below Value \$1,500

Two VIP tickets to Opening Preview Party & Fashion Show (VIP reserved seating) Value \$250

Four General Admission tickets to Opening Preview Party & Fashion Show Value \$200

Ten tickets to the WDC Exhibit + Sale Value \$150

TOTAL VALUE \$3,600

ALL SPONSORS RECEIVE \$1,500 VALUE

Name association with Best Artist Cash Award

Recognition during awards ceremony at Opening Preview Party

Logo placement on event bags (+/- 2,500 bags)

Discounted ad rates in *MOUNTAIN LIVING* reaching a Total Audience of 696,458

GOLD \$5,000

Signature Sponsor of the Opening Preview Party + Fashion Show Value \$5,000

Sponsor Items below Value \$1,500

Four VIP tickets to Opening Preview Party & Fashion Show (VIP reserved seating) Value \$500

Four General Admission tickets to Opening Preview Party & Fashion Show Value \$200

Ten tickets to the WDC Exhibit + Sale Value \$150

TOTAL VALUE \$7,350

BRONZE \$1,500

Sponsor Items below Value \$1,500

Four General Admission tickets to Opening Preview Party & Fashion Show Value \$200

Ten tickets to the WDC Exhibit + Sale Value \$150

TOTAL VALUE \$1,850

Logo on sponsor page in the WDC Sourcebook which is included in gift bags for all attendees

Sourcebook and logo hosted annually on WDC website with active link to your website and Social Media promotion

Logo on prominent signage and slide show at the Opening Preview Party & during 3-day Exhibit + Sale

THE WESTERN DESIGN CONFERENCE EXHIBIT + SALE

Social Media / Digital

The Western Design Conference Exhibit and Sale will provide an annual and ongoing social media support effort for our sponsors. The window of regular feature and support will run from sponsorship commitment through April of the following year. All sponsors will receive the following social media support. WDC will provide content. The support of our partners through social mediums is very important to us. Any sponsor that has curated messaging, products, or non-competing events can provide that content to us for amplification.

There is social media and digital support associated with specific sponsorships listed below. All sponsors receive the following:

- Logo on WDC website with link to sponsor site.
- Two specific mentions/brand devoted posts/month through contract period on Facebook, Instagram, and Twitter. Sponsors will be tagged with public @identity. Sponsors can provide specific hashtags and/or @identities for tagging posts.
- Two mini sponsor articles in monthly newsletter over the annual support window: 100 - 150 words + image, logo, link. Content to be provided by sponsor.
- Optional: Homepage banner takeover: 2 week time frame. Limited opportunities.
- Optional: Dedicated blog post highlighting sponsorship and brand/product specific content. 500-1000 words + up to 3 images, logo, link. Content to be provided by sponsor for integration into blog post. Limited opportunities.

SPONSOR OPPORTUNITIES

Sponsorship also includes event-specific digital/social media support and includes above + the following:

- Inclusion in paid social media advertising support for specific show event
- Inclusion in all PR efforts related to the event
- Inclusion in dedicated event blog post and promoted social surrounding this post
- Inclusion in dedicated Newsletter content related to specific event.

FASHION SHOW OPENING Preview Party

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DESIGNER SHOW HOUSE

Juried artists' creations + custom interior design in a home environment. Attendees will enter a foyer and walk through six professionally designed rooms. **Sponsorship includes dedicated blog post + homepage banner options noted above as well as pre- and post-event inclusion in *Mountain Living* newsletter and coverage**

SOCIAL SWEEPS

WDC will be creating online sweeps events including lodging, dining, VIP tickets and prizing. These will be supported with organic and paid social media, PR, dedicated blog post and newsletter, partner support. Limited prizing and support sponsor opportunities are available.

CHRISTMAS IN SEPTEMBER

A very special show event with drink and appetizer stations as well as entertainment. Focus will be on the unique shopping experience of our event.