

Winterthur's Artisan Market

Winterthur's Artisan Market will take place on July 16 and 17, 2022, with an anticipated attendance of 5,000 visitors from across the region. Market-goers will stroll the Winterthur estate to shop, eat, and learn about the history of Henry Francis du Pont's former home and world-renowned garden.

To begin the sponsorship process, please return the [2022 Sponsor Pledge Form](#) as soon as possible (link below) to ensure the greatest promotional benefit from your sponsorship. The deadline for certain sponsorship levels will be February 15, 2022, in order to ensure sponsorship information meets deadlines for printed materials.

For questions regarding sponsorship levels and the Artisan Market, please contact Jennie Brown (jbrown@winterthur.org) or Abigail Miller (amiller@winterthur.org).

[2022 Sponsor Pledge Form](#)

2021 ARTISAN MARKET REVIEW

Where history, arts, and culture meet chic. Enjoy a weekend of shopping, indulging in local libations, and experiencing a bit of history along the way. Henry Francis du Pont was an aficionado of antiques, specifically American-made objects, which is what inspired him to share his home and collection with the public as a museum. Embrace your own style as you wander through the estate and become inspired to start your own collection while you explore local artisans' crafts.

Included with admission. Free for Winterthur Members.

Attendance

- 3,883 guests (first-year target was 3,000)
 - 66% were nonmembers, suggesting audience development

Vendors Represented

- 87 vendors joined the 2021 Artisan Market.
- For the 2022 Artisan Market, vendors will increase to approximately 100 across the estate

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Marketing Reach

- *Social Media*
 - The peak Artisan Market posts reached 10,000 people on Facebook and 13,800 people on Instagram
 - Winterthur's followers on social media include:
 - Instagram: 27,400
 - Facebook: 48,600
 - Twitter: 7,800
- *Newsletter E-blast*
 - 10 e-blasts sent, each to an average list of 48,000 e-mails and with an average open rate of 23%
- *Calendar of Events*
 - 20,000 households receive Winterthur's quarterly Calendar of Events (Artisan Market was included in two quarterly Calendar of Events)
- *Artisan Market Landing Page Views*
 - 18,696 page views
- *Local News Outlets Covered the Event*
 - 6ABC filmed on-site for their Sunday newscast
 - Delaware Live printed an online store
 - WHYY teased the Artisan Market on its Thursday morning preview of the weekend events
 - Appeared in online calendars: *Delaware Today*, *Main Line Today*, *County Lines*, *Delaware Online*, Delaware Tourism Office, Greater Wilmington, CVB, *The Philadelphia Inquirer*, 6ABC
- *News Coverage Highlights*
 - <https://townsquaredelaware.com/with-artisan-market-a-big-success-winterthur-plans-to-do-it-again/>
 - Winterthur Museum's Artisan Market will return next year.

The inaugural event over the weekend was a raging success, despite Saturday temperatures in the 90s with a heat index from 102 to 105. Even with those withering temps, a line of marketgoers stretched from the visitors center to the parking lot Saturday by 10 a.m. as people waited to buy tickets for admission.

Vendors, chosen from regional artisans, were meant to represent American artistry and craftsmanship, an extension of Winterthur's focus on American antiques and goods.

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Shoppers from Delaware and surrounding states seemed thrilled to be there. Most booths seemed to do a brisk business Saturday. Items could be found in many price ranges.

The Farm at Oxford, which offered fresh cut flower bouquets for \$20, said it sold six buckets of flower and herbal bouquets quickly Saturday morning.

“Which never happens,” owner Mara Taylor on Facebook. “You all were AMAZING! Every person who came by our booth was so incredibly friendly and complimentary. I heard so many ‘thank you for braving this heat to come today’ when I was thinking ‘No, thank YOU!’”

- *Guests Highlights*

- “Stellar event! The selection of artisans was amazing!”
- “Thank you for a wonderful weekend! Best event I’ve been to! Thanks so much to all the staff for the fantastic support!”
- “We had a glorious day. Thank you for the perfect event. It was so great to get back out there and reconnect with the community. #grateful.”
- “Wonderful, creative event! Well thought out. Thank you!”
- “This looks like a very classy market – lucky I’m in the UK or I’d be having a splurge!”
- “Moving to Delaware in 2022 and cannot wait to attend next year!”

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LEVELS OF SPONSORSHIP

SYCAMORE LEVEL | \$20,000 and above

- Company logo on Winterthur website.
- Company featured as the Presenting Sponsor (only one available) on marketing promotional materials (in print, digital, and social media), including:
 - Artisan Market postcard (2,000 printed and distributed throughout the community)
 - Artisan Market map (each guest will receive one upon entry)
- Company name printed and displayed on Winterthur transportation vehicles (trams and shuttles)
- Six admission tickets
- 2 VIP parking passes for Saturday & Sunday in the Greenhouse Parking Lot, closest parking lot to the event

MAGNOLIA LEVEL | \$10,000

- Company logo on Winterthur website
- Company featured as a sponsor on select digital marketing promotional materials (digital and social media)
- Four admission tickets
- 1 VIP parking pass for Saturday & Sunday in the Greenhouse Parking Lot, closest parking lot to the event

DAFFODIL LEVEL | \$5,000

- Company logo on Winterthur website
- Listed as sponsor in Thank You post on social media
- Two admission tickets

PEONY LEVEL | \$1,000

- Company logo on Winterthur website
- One admission ticket

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ADDITIONAL SPECIALIZED & IN-KIND SPONSORSHIP OPPORTUNITIES

TENT SPONSOR | \$20,000

- Company name and logo displayed on one of the outside panels on all vendor tents
- Logo displayed on Winterthur website
- Company featured as a sponsor on select marketing promotional materials, including Artisan Market postcard (2,000 printed and distributed throughout the community).
- Five admission tickets
- 2 VIP parking pass for Saturday & Sunday in the Greenhouse Parking Lot, closest parking lot to the event

TRANSPORTATION | Cost Varies

- Local transportation or bus company to supply transportation to Winterthur from underserved communities within Wilmington
- Logo displayed on Winterthur website
- Company featured as a sponsor on select promotional materials
- Two admission tickets

DINING AL FRESCO | \$5,000

- Sponsor a seating area within the garden for guests to dine and enjoy the atmosphere of the market (to include tables, chairs, lighting, umbrellas, and linens)
- Company logo displayed on Winterthur website
- Logo displayed on each table within the dining section
- Two admission tickets

TICKETS | \$25 (each admission ticket)

- Purchase admission tickets in bulk for underserved guests who may not have the means for individual ticket purchases

COOLING TENT | \$2,000

- Sponsor a cooling tent, which will include water stations, cooling/mist fans, seating, and ice

UNDERREPRESENTED VENDOR SPONSORSHIP | \$350 EACH

- Provide funding for diverse, underrepresented, or 'start up' artists to reserve a tent at the market. Five sponsorship spots available

SHOPPERS' TOTE | \$30,000 for 5,000 bags or \$15,000 for 2,500 bags.

- Jute bags will include Winterthur logo on one side and your company logo on the other with logos featured in color