



# SPONSORSHIP OPPORTUNITIES 2024



October 3-5, 2024  
Charlottetown  
Prince Edward Island



peifibrefestival.com  
#peifibrefestival

After a hugely successful inaugural PEI Fibre Festival organizers and board of directors are pleased to announce the 2024 PEI Fibre Festival has been scheduled for October 3-5, 2024, in beautiful Charlottetown, Prince Edward Island.

## Our Fans!

PEI Fibre Festival Fans are knitters, crocheters, felters, hand spinners, weavers, rug hookers, and other artists and crafters. For their projects they love using artisanal, organic, natural, untreated, small production, and hand-crafted materials and tools. Our fans appreciate high-quality, bespoke items and services. The 2023 PEI Fibre Festival had over 800 attendees with an online following of over 2000 fans from around the world.

The Board would like to develop partnerships with interested businesses by offering the following Branding Opportunities.

## EACH BRANDING OPPORTUNITY WILL PROVIDE OUR PARTNER WITH UNIQUE AND EXCLUSIVE ACCESS TO OUR FANS.

<p><b>e-NEWSLETTER</b></p> <ul style="list-style-type: none"> <li>In 2023, we sent 12 e-newsletters to 2,111 contacts</li> <li>On average, a 70% open rate</li> </ul>	<p><b>TICKETS</b></p> <ul style="list-style-type: none"> <li>In 2023, we sold 1,598 tickets: Workshops <b>SOLD!!</b> Marketplace <b>SOLD!!</b> Special Events – TBD</li> </ul>	<p><b>WORKSHOPS</b></p> <ul style="list-style-type: none"> <li>In 2023, we had 52 Workshops delivered by 22 Instructors <b>SOLD!</b></li> </ul>	<p><b>SPECIAL EVENTS</b></p> <ul style="list-style-type: none"> <li>Our 2023 Harbour Hullabaloo Sold Out!</li> <li>Multiple Opportunities - TBD!</li> </ul>
<p><b>MARKETPLACE</b></p> <ul style="list-style-type: none"> <li>The 2023 Marketplace had 26 vendors with 1,529 attendees <b>SOLD!</b></li> </ul>	<p><b>POSTERS &amp; BANNERS</b></p> <ul style="list-style-type: none"> <li>The 2024 Fibre Festival will produce information and direction posters and banners for the Festival Site. <b>SOLD!</b></li> </ul>	<p><b>REGISTRATION LANYARD</b></p> <ul style="list-style-type: none"> <li>In 2024, each attendee will receive a Registration Lanyard and Name Card <b>SOLD!</b></li> </ul>	

## SOCIAL MEDIA BRANDING

<b>FACEBOOK:</b> 2023 Stats	<b>POSTS IN 2023:</b> 52 Workshops 22 Instructors 30 Vendors 53 Promotional	<b>ENGAGEMENT:</b> 2.3K likes 2.9K followers 224,722 page reach 10.1 link clicks	<b>INSTAGRAM:</b> 2023 Stats	<b>POSTS IN 2023:</b> 52 Workshops 22 Instructors 30 Vendors 53 Promotional	<b>ENGAGEMENT:</b> 2K likes 811 followers 37,679 page reach
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Interested in becoming a Sponsorship Partner with The PEI Fibre Festival? To discuss the opportunities above or any other ideas you may have, contact Bob Andrews, Festival Co-coordinator, bob@peifibrefestival.com, (902) 393-2290, cell