

LONDON
CRAFT
WEEK

Programme Partner Pack

10 – 16 MAY 2021

Engaging

London Craft Week is a city-wide festival celebrating exceptional craftsmanship from around the world. The curated programme of events brings together discerning consumers with makers, designers, brands and galleries creating a unique opportunity to build engagement and sales.

London Craft Week tells the stories behind some of the world's most beautiful objects – the material, the maker, the process and the inspiration. We work closely with partners to shape persuasive activations, connecting them with new and existing customers.



A close-up photograph of a hand painting a bird on a yellow background with a fine brush. The hand is holding a thin, light-colored brush and is in the process of painting a small, dark eye on a light blue bird. The bird has a long, pointed beak and is surrounded by green leaves. The background is a solid yellow color.

A journey of discovery

A unique cultural and commercial platform, London Craft Week typically attracts 115,000 visitors to a rich and varied programme. Over 240 physical and digital events featuring artist-makers from 21 countries are united by creativity and quality.

London Craft Week separates great from good and builds a programme each year based not on price or fame, but underlying substance. Unsung hero makers, artists and brands are celebrated alongside world-famous names.

The festival encourages visitors to discover hidden workshops, independent makers, heritage craftsmen, jewel-like shops alongside great luxury houses, famous artists and designers, leading department stores, national museums and contemporary galleries.

Visitors can embrace the sheer reach, diversity and serendipity that London offers as the world's great creative capital with events taking place across the city and online.

Partnering with London Craft Week

Programme partner events

All London Craft Week partners are required to create at least one event to be promoted as part of the festival. These events can range from exhibitions, demonstrations, product launches, talks, tours, workshops to masterclasses, tastings and open studios, across a variety of craft disciplines and sectors.

Creating event content

As a curated festival, London Craft Week works closely with all its partners to develop their events. We are happy for partners to come to us with complete or partially formed ideas/proposals that can be worked on collaboratively. Once finalised, partners are responsible for delivering their events, as well as providing LCW with all the necessary information for inclusion in the guide, website and for press purposes.

Facts & Figures

In a typical year, London Craft Week attracts

115,000

discerning visitors*

Despite the extraordinary circumstances of 2020, LCW was able to adapt and support partners to achieve:

91%

attendance at
ticketed live events

82%

of ticketed
digital events sold
out

Up to

162

guests per digital
event

60%

of ticketed live
events were sold out

2019

250

live events

18

different countries

215

partners

2020

220

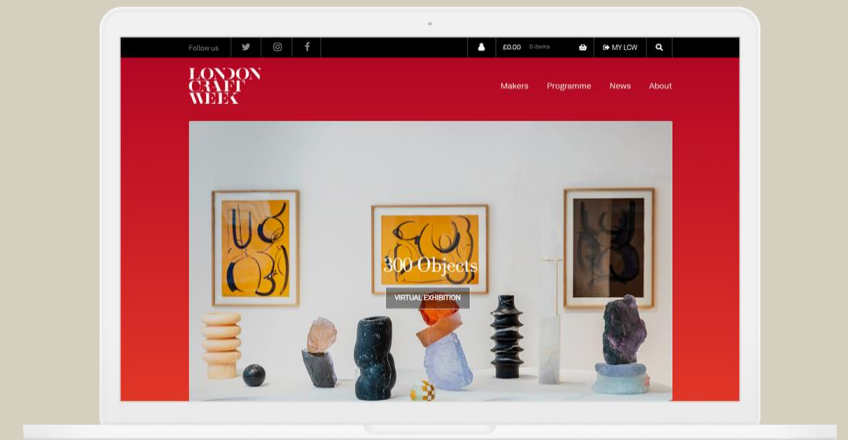
live and digital
events

21

different countries

145

partners



www.londoncraftweek.com attracted

over 124,446
sessions

Audience Profile

87%

are more likely to purchase a luxury product having seen the making behind it

80%

learnt something new as a result of engaging with LCW

98%

were exposed to at least one element of LCW's communications

76%

wanted to be inspired

96%

were highly likely to return to a venue/shop/gallery/studio that they have visited

95%

are likely to tell others about a brand having seen the craft skills involved in its making

19%

Aged 25-34

16%

Aged 35-44

21%

Aged 45-54

23%

Aged 55-64



Promoting Success

The festival is promoted through a high-quality printed guide, paid social media, programmatic digital advertising, targeted e-newsletters, website event pages and editorial, media partnerships, street-level and point of sale signage and a London Underground campaign.

A targeted PR campaign encompasses cultural, luxury, design and lifestyle titles, promoting the totality of the festival and giving partners and their events exposure to important influencers and relevant journalists.

Become a Programme Partner

PARTNERSHIP LEVELS

**BILL
AMBERG
STUDIO**

Kurtis Risi
Designer
design@billambergstudio.com

Bill Amberg Studio
14 Minerva Road
London NW10 6HJ
T +44 (0)20 8960 2000
www.billamberg.com

Tom Dixon | Design, Technique and Materiality at Tom Dixon's Coal Office
Dan Weill Photography

BRONZE

£800 + VAT

- One event in the official London Craft Week programme
- Event listed in guide + 50 words + map pin
- Dedicated page on the LCW website
- One post and one story on Instagram
- Up to three maker profiles showcased on the website (if applicable)
- 80 guides (RRP £5 each)
- Free-standing outdoor LCW sign
- LCW in-store point of sale sign

SILVER

£2,500 + VAT

- One event in the official London Craft Week programme
- Event in guide + 50 words + map pin
- **Your logo next to your event listing**
- **A half page advertisement in the guide**
- **One post across all LCW platforms + one Instagram story**
- Dedicated page on the LCW website
- Up to three maker profiles showcased on the website (if applicable)
- **48-hour online preview of the LCW programme, to offer existing clients priority booking and a first look at events**
- 120 guides (RRP £5 each)
- Free-standing outdoor LCW sign (to be returned after)
- LCW in-store point of sale sign

GOLD

£4,500 + VAT

- **Up to two events in the official London Craft Week programme**
- Event in guide + 50 words + map pin
- Your logo next to your event listing(s)
- **Full page advertisement in the guide**
- **Strategic planning meeting with the London Craft Week Team**
- **Two social media posts across all LCW platforms + two Instagram stories**
- **A guaranteed feature in a LCW newsletter to our database including HNWI buyers, collectors and industry experts**
- Dedicated page for each event on the LCW website
- Unlimited maker profiles showcased on the website (if applicable)
- 48-hour online preview of the LCW programme, to offer existing clients priority booking and a first look at events
- 120 guides (RRP £5 each)
- Free-standing outdoor LCW sign (to be returned after)
- LCW in-store point of sale sign

PLATINUM

£8,000 + VAT

- **Up to three events in the official London Craft Week programme**
- Event in guide + 50 words + map pin
- Your logo next to your event listing(s)
- **Double page advertisement in the guide**
- Strategic planning meeting with the London Craft Week Team
- **One half day social media takeover of LCW's Instagram or one Instagram live event**
- **Three social media posts across all LCW platforms + three Instagram stories**
- A guaranteed feature in a LCW newsletter to our database including HNWI buyers and collectors and industry experts
- Dedicated page for each event on the LCW website including 300 words, URL web link to your site and a landscape image
- Unlimited maker profiles showcased on the website (if applicable)
- Logo and banner rotating on LCW Website homepage
- 48-hour online preview of the LCW programme, to offer existing clients priority booking and a first look at events
- Unlimited number of LCW guides (RRP £5 each)
- Free-standing outdoor LCW sign (to be returned after)
- LCW in-store point of sale sign

Bronze

DEADLINE: 11 JANUARY 2021
£800 + VAT

LCW GUIDE

One event listed in the official LCW guide including **50** word description of your event, a map location pin and inclusion in the discipline index. Print run of 40,000 and distribution to over 300 locations across London and direct to LCW's database of VIPs.

GUIDE AND SIGNAGE

1x freestanding LCW branded outdoor sign, **80** guides (RRP £5 each). One or more LCW in-store 'point of sale' signs to display alongside your event.

WEBSITE

Dedicated page on the LCW website including **300** word description of your event, one landscape image, URL web link to your site and up to three maker profiles (if applicable) connected to your page.

INSTAGRAM POST

LCW will promote your event with **one post and story** to our Instagram followers (70k+) between January and May 2021.

PR

LCW will provide you with a press and marketing toolkit to help maximise your event's reach. LCW will host your press releases and images within a dedicated area on the LCW website.

FAQs AND SUPPORT

LCW will publish a number of best practice documents on its website that will include case studies and suggestions to support your participation.

The LCW Team can be reached via info@londoncraftweek.com if you have any questions throughout the year.

Silver

DEADLINE: 11 JANUARY 2021
£2,500 + VAT

LCW GUIDE

One event listed in the official LCW guide including **50** word description of your event, your logo next to your listing, a map location pin and inclusion in the discipline index. Print run of 40,000 and distribution to over 300 locations across London and direct to LCW's database of VIPs.

ADVERTISING

A half page advertisement in the guide. Trim size: 115mm x 160mm; Bleed size: 121mm x 166mm, supply files as a PDF, 300 dpi, CMYK; Guide size: 160 x 230mm (portrait).

COLLATERAL

1x freestanding LCW branded outdoor sign, **120** guides (RRP £5 each). One or more LCW in-store 'point of sale' signs to display alongside your event.

WEBSITE

Dedicated page on the LCW website including **300** word description of your event, your logo, one landscape image, URL web link to your site and up to three maker profiles (if applicable) connected to your page.

SOCIAL MEDIA POST

LCW will promote your event with **one** social post across LCW's social media channels (followers totalling 70k+) between January and May 2021 and **one** Instagram story.

PR

LCW will provide you with a press and marketing toolkit to help maximise your event's reach. LCW will host your press releases and images within a dedicated area on the LCW website.

48hr PREVIEW

48hr online preview of the LCW programme, to offer existing clients priority booking and a first look at the events

FAQs AND SUPPORT

LCW will publish a number of best practice documents on its website that will include case studies and suggestions to support your participation.

The LCW Team can be reached via info@londoncraftweek.com if you have any questions throughout the year.

Gold

DEADLINE: 11 JANUARY 2021
£4,500 + VAT

LCW GUIDE

Up to two events listed in the official LCW guide including **50** word description of your event, your logo next to your listing, a map location pin and inclusion in the discipline index. Print run of 40,000 and distribution to over 300 locations across London and direct to LCW's database of VIPs.

ADVERTISING

A full page advertisement in the guide. Trim size: 160 x 230mm; Bleed size: 166 x 236mm, supply files as a PDF, 300 dpi, CMYK; Guide size: 160 x 230mm (portrait).

COLLATERAL

2x freestanding LCW branded outdoor sign, **120** guides (RRP £5 each). One or more LCW in-store 'point of sale' signs to display alongside your event.

WEBSITE

Two dedicated pages on the LCW website each including **300** word description of your events, your logo present, one landscape image, URL web link to your site and up to six maker profiles (if applicable) connected to your page.

NEWSLETTER

A guaranteed feature in one LCW newsletter to our database of subscribers.

SOCIAL MEDIA POST

LCW will promote your events with **two** social post across all LCW's social media channels (followers totalling 70k+) between January and May 2021 and **two** Instagram stories.

PR

LCW will provide you with a press and marketing toolkit to help maximise your event's reach. LCW will host your press releases and images within a dedicated area on the LCW website.

48hr PREVIEW

48hr online preview of the LCW programme, to offer existing clients priority booking and a first look at the events

FAQs AND SUPPORT

LCW will publish a number of best practice documents on its website that will include case studies and suggestions to support your participation.

The LCW Team can be reached via info@londoncraftweek.com if you have any questions throughout the year.

Platinum

DEADLINE: 11 JANUARY 2021
£8,000 + VAT

LCW GUIDE

Up to three events listed in the official LCW guide including **50** word description of your event, your logo next to your listing, a map location pin and inclusion in the discipline index. Print run of 40,000 and distribution to over 300 locations across London and direct to LCW's database of VIPs.

ADVERTISING

A double page advertisement in the guide. Trim size: 320 x 230mm; Bleed size: 326 x 236mm, supply files as a PDF, 300 dpi, CMYK. Guide size: 320 x 230mm (double page spread).

COLLATERAL

3x freestanding LCW branded outdoor sign, **unlimited** guides (RRP £5 each). One or more LCW in-store 'point of sale' signs to display alongside your event.

NEWSLETTER

A guaranteed feature in one LCW newsletter to our database of subscribers.

WEBSITE

Three dedicated pages on the LCW website each including **300** word description of your events, your logo present, one landscape image, URL web link to your site and up to **ten** maker profiles (if applicable) connected to your page.

The opportunity to add editorial to the LCW blog.

WEBSITE ADVERTISING

Your **logo and a banner advert featured** on the LCW home page (rotating) from the launch of the programme.

SOCIAL MEDIA POST

LCW will promote your events with **three** social post across all LCW's social media channels (followers totalling 70k+) between January and May 2021 and **three** Instagram stories.

SOCIAL MEDIA TAKEOVER OR LIVE EVENT

One half day takeover of LCW's Instagram account or Instagram Live Stream, subject to approval by LCW. The takeover or live stream will be jointly scheduled between April and May 2021.

PR

LCW will provide you with a press and marketing toolkit to help maximise your event's reach. LCW will host your press releases and images within a dedicated area on the LCW website.

48hr PREVIEW

48hr online preview of the LCW programme, to offer existing clients priority booking and a first look at the events

FAQs AND SUPPORT

LCW will publish a number of best practice documents on its website that will include case studies and suggestions to support your participation.

The LCW Team can be reached via info@londoncraftweek.com if you have any questions throughout the year.

Charity Programme

LCW is committed to supporting the work of emerging artist-makers and charities.

Each year we are delighted to offer 25% of the Bronze Level places free of charge to independent makers, charities and sole-traders.

As there are a limited number of spaces, each application for a free space will be reviewed and offered on a discretionary basis.

We are particularly keen to hear from makers and sole-traders at the start of their career.

Please contact us if you believe you qualify.

All involvement in London Craft Week is subject to expert approval.

Deadlines & Dates

01

11 JANUARY 2021: PARTNERSHIP CONFIRMATION

Confirm your participation to secure your place within the programme (subject to expert approval).

02

18 JANUARY 2021: PRESS CAMPAIGN

Press, PR and social media to recommence for LCW's programme of events. If you would like to be considered for long-leads, please note this deadline.

03

1 FEBRUARY 2021: CONTENT CONFIRMED

By this date we will need your proposed event content to get it approved by subject specific experts and the LCW Team. Confirming your content earlier creates more press and marketing opportunities.

04

26 FEBRUARY 2021: EVENT DETAILS FINALISED

All event details to be finalised with your LCW contact.

05

26 FEBRUARY 2021: IMAGERY & COPY SUBMITTED

To ensure you are featured in the Guide and on our website, we will need the following by 26th February: title and date of your event, a selection of three high-res landscape images, 50-word event summary and maker biographies if applicable.

06

APRIL 2021: PROGRAMME LAUNCHED ONLINE

The programme will be launched online with visitors able to review events and purchase tickets.

07

MID APRIL 2021: GUIDE DISTRIBUTION

We will send your allocated number of LCW guides, unless otherwise specified.

08

10 MAY – 10 JUNE 2021: PARTNER FEEDBACK

We will also ask you to report on how many people attended your event and complete a short survey to allow us to measure the success of LCW 2021 and improve the event in the future.

Get in Touch

To talk through your potential event in more detail please contact:

NAOMI DAVENPORT

Head of Programme and Content
naomi@londoncraftweek.com
+44 (0)7825 349 748

STEPHANIE CAPPS

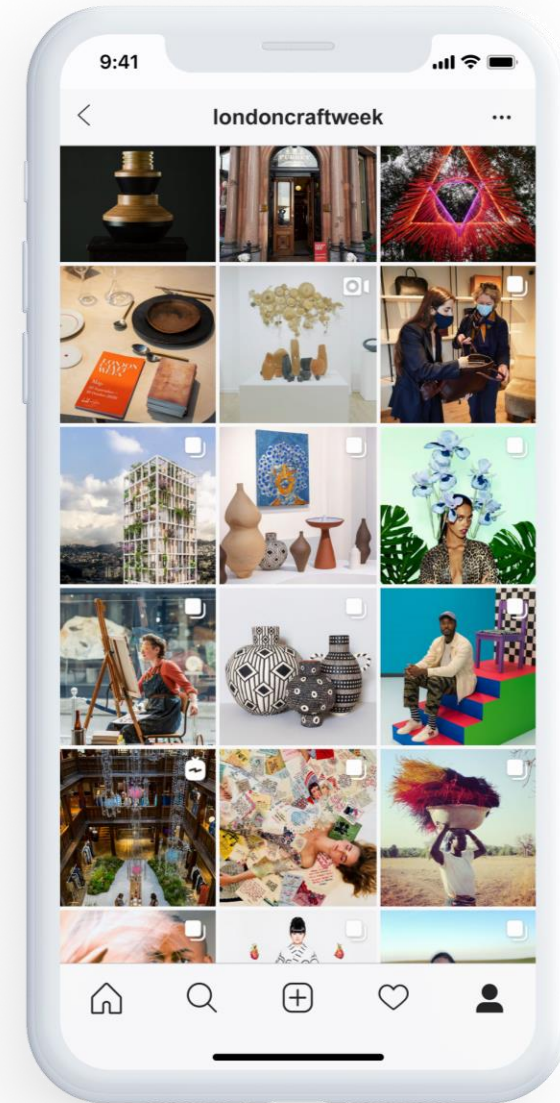
Programme Manager
steph@londoncraftweek.com
+44 (0)7786 368 004

AMBER ALBANI

Programme Coordinator
amber@londoncraftweek.com
+44 (0)7864842924

Social Media

- LCW has a social following of 70,000
- 54k followers on Instagram
- On Facebook we have had a significant increase in the number of international followers from Thailand, Taiwan, India, Hong Kong, Portugal, Spain, France & Australia
- During the Festival, London Craft Week's hashtags were used more than 18,200 times on Instagram



Press

- London Craft Week 2020 received significant print and online editorial, plus significant blog and social media coverage. Total print circulation estimated at 1.9m; online monthly views 402m.
- National editorial coverage included leading titles with substantial circulation such as the Financial Times How To Spend It, BBC, The Observer, the Evening Standard, House & Garden, Wallpaper*, Dezeen and The World of Interiors.
- LCW 2020 was featured by key journalists and media titles in their Instagram stories and feeds including Architectural Digest India, Sunday Times Homes, Sujata Burman (Wallpaper*), Harriet Thorpe (Wallpaper*), Barbara Chandler (Evening Standard) and Alice Fisher (The Guardian/Observer).

de
zeen design
magazine

BBC

THE WORLD OF
INTERIORS


THE SUNDAY TIMES

London
Evening
Standard

The
Guardian
The Observer

The Telegraph

HOUSE
& GARDEN

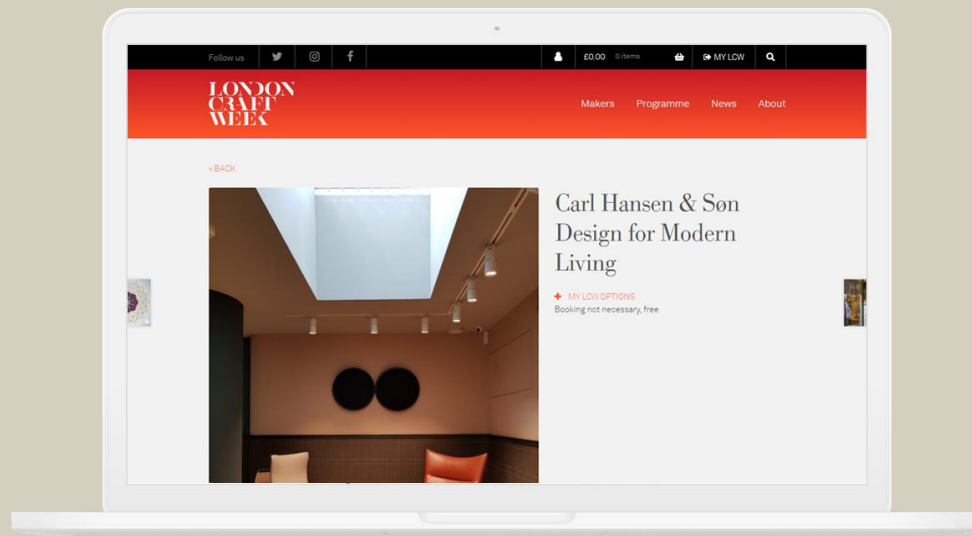
AD
ARCHITECTURAL DIGEST

FINANCIAL TIMES

Wallpaper*

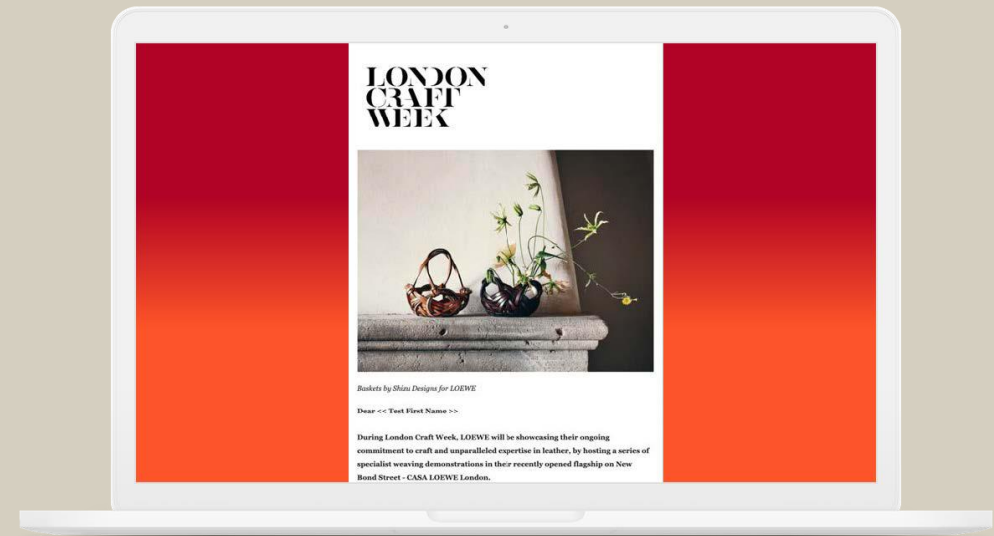
Website & Newsletter

Each programme partner has a dedicated webpage on the LCW website to showcase their event for the week.



Example of a Silver Partner web page

The frequency of our digital campaign increases between January and May each year.



Example newsletter

Collateral

For all programme partners we provide the following to maximise visibility during the week:

- Free-standing outdoor sign
- Guide books for your own distribution
- In-store point of sale sign
- Thank you cards to give to visitors



Sponsorship opportunities

If you would like to explore a broader relationship with the festival, you might like to consider becoming a sponsor. LCW has a range of sponsorship opportunities that can be tailored to meet your specific objectives. Further enhance your visibility with consumers, influencers and trade buyers and build your association with excellence in craftsmanship, design and creativity.

Opportunities include:

Associate sponsor	£70,000
-------------------	---------

Series sponsor	£30,000
----------------	---------

Bespoke sponsor	From £20,000
-----------------	--------------



LONDON CRAFT WEEK

42 South Molton Street
London
W1K 5RR

W: www.londoncraftweek.com
E: info@londoncraftweek.com

