

LONDON CRAFTWEEK

Programme
Partner Pack

9–15
MAY 2022

Engaging

London Craft Week is a city-wide festival celebrating exceptional craftsmanship from all sectors and disciplines 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.



Studio Pottery, *Demonstration with Gregory Tingay*, LCW 2020
Rue Pigalle Photography



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 350 physical and digital events featuring artist-maker-designers from 31 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

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

115,
000
Overall Visitors

2021

350
Live events

31
Different countries

245
Partners

95%
Are likely to tell others about a brand having seen the craft skills involved in its making

87%
Are more likely to purchase a luxury product having seen the making behind it

96%
Were highly likely to return to a venue/shop/ gallery/ studio that they have visited

98%
Were exposed to at least one element of LCW's communications



Over 124,446
sessions on londoncraftweek.com



2021 SPONSORS & STRATEGIC PARTNERS

HEADLINE SPONSORS

PURDEY
Gun & Rifle Makers
LONDON 1814

SERAPIAN
MILANO

ASSOCIATE SPONSOR

EXPERIENCE AMAZING

SPONSORS

SEVEN DIALS
LONDON - EST.1690

CADOGAN

INNOVATION PARTNER

the mills
fabrica

SPONSOR

LOEWE

STRATEGIC PARTNERS

LIBERTY.

MICHELANGELO
FOUNDATION
FOR CREATIVITY
AND CRAFTSMANSHIP

the
DESIGN
MUSEUM

Crafts
Council

TEN

ALTAGAMMA
CREATIVITÀ E CULTURA ITALIANA

Walpole

hca
Heritage Crafts Association

MEDIA PARTNERS

THE ART NEWSPAPER

the
Artling

CERAMIC
REVIEW

COUNTRY & TOWN
HOUSE

Crafts

de
zeen

GENTLEMAN'S JOURNAL

The
Economist
1843

ELLE
DECORATION

londoncraftweek.com

BECOME A PROGRAMME PARTNER

Partnership Levels

Each package can be customised to suit your needs, please get in touch to discuss and find out more.

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)
- Up to 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
- Additional content (film and/or images) added to your dedicated web page
- 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
- Up to 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
- Additional content (film and/or images) added to your dedicated web page
- 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
- Up to 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
- Additional content (film and/or images) added to your dedicated web page
- Unlimited maker profiles showcased on the website (if applicable)
- Logo and banner rotating on LCW Website programme page
- 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

14 January

2022

£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.

Instagram Post

LCW will promote your event with one post and story to our Instagram followers (70k +) between February and May 2022.

Guide and Signage

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

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.

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.

FAQ’s 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

14 January

2022

£2,500 + VAT

LCW Guide

One event listed in the official the 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.

Social Media Post

LCW will promote your event with one social post across LCW's social media channels (followers totaling 70k+) between February and May 2022 and one Instagram story.

Advertising

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

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.

Collateral

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

48hr Preview

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

Website

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

FAQ's 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
14 January
2022
£4,500 + VAT

LCW Guide

Up to two events listed in the official the 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.

Social Media Post

LCW will promote your events with two social post across all LCW's social media channels (followers totaling 70k+) between February and May 2022 and two Instagram stories.

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).

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.

Collateral

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

48hr Preview

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

Website

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

FAQ's 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.

Newsletter

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

Platinum
Deadline
14 January
2022
£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.	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 2022.
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).	Social Media Post	LCW will promote your events with three social post across all LCW's social media channels (followers totaling 70k +) between February and May 2022 and three Instagram stories.
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.	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.
Newsletter	A guaranteed feature in one LCW newsletter to our database of subscribers.	48hr Preview	48hr online preview of the LCW programme, to offer existing clients priority booking and a first look at the events
Website	Three dedicated pages on the LCW website each including 300 word description of your events, your logo present, one landscape image and up to three additional pieces of content (film and/or images), 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.	FAQ's 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.
Website Advertising	Your logo and a banner advert featured on the LCW programme page (rotating) from the launch of the programme		



Charity Programme

LCW is committed to supporting the work of emerging artist-maker-designers and registered 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 must send in a proposal of their event which will be reviewed by the LCW team, and then 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 by emailing info@londoncraftweek.com if you believe you qualify.

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

Deadlines & Dates

14 January
2022

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

February 2022

Imagery & Copy Submitted
To ensure you are featured in the Guide and on our website, we will need the following by the start of February 2022: title and date of your event, a selection of three high res landscape images, 50 word event summary and maker biographies if applicable.

28 January
2022

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.

April 2022

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

February 2022

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

April 2022

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

February 2022

Event Details Finalised
All event details to be finalised with your LCW contact.

9 May –
9 June 2022

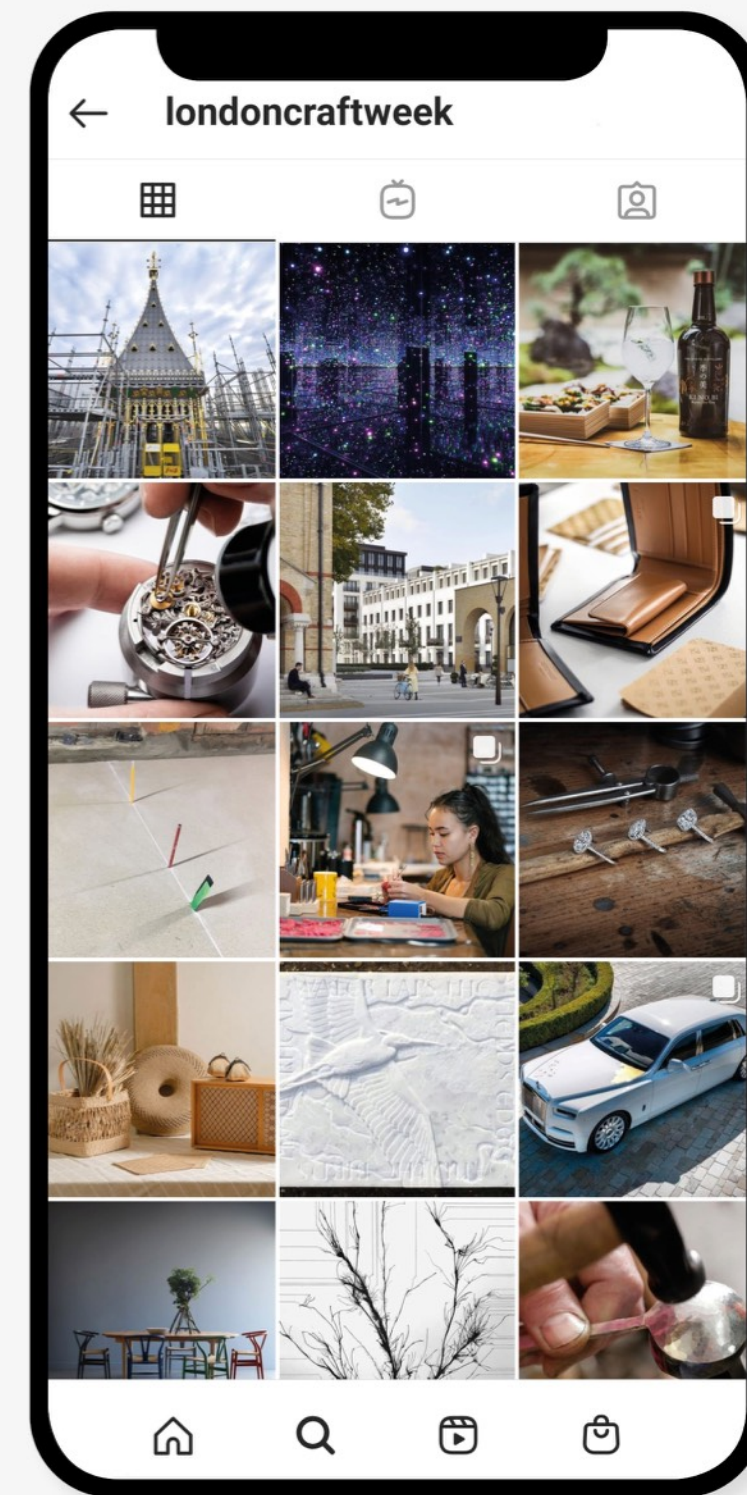
Partner Feedback
We will also ask you to report on how many people attended your event and complete a short survey to allow us to measure the success of LCW 2022 and improve the event in the future.



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.



Social Media

- LCW has a social following of 72,000
- 60k 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 2020 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 on some of the key journalists' and media titles' 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).

FINANCIAL TIMES

Wallpaper*

THE WORLD OF INTERIORS

HOUSE & GARDEN

AD
ARCHITECTURAL DIGEST

THE SUNDAY TIMES

London Evening Standard

The Telegraph

The Observer

The Guardian

BBC

dezeen

LONDON
CRAFTWEEK

PROGRAMMEMAKERSFEATURED PROJECTSNEWSABOUT

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A Portrait of Place: The New Craftsmen at Holkham Hall

+

MY LCW OPTIONS

Booking necessary via showroom@thenewcraftsmen.com

Earlier this year, The New Craftsmen invited six of its makers on a residency to the historic Holkham Hall to explore and creatively respond to the rich narratives of history, culture and aesthetic style embedded in the estate.

Over five days, the makers were inspired by Holkham's cast of characters and experts, both past and present; its decorative upstairs; pared-back downstairs; the outhouses; surrounding 25,000 acres; its values and progressive outlook, and were commissioned by The New Craftsmen to interpret it through the medium of craft. The result is an idiosyncratic collection of handcrafted interior pieces – entitled 'A Portrait of Place' – exhibited at Holkham Hall before travelling down to London to The New Craftsmen's

EVENT DETAILS

Exhibition

4 October 2021, 11:00 - 18:00

5 October 2021, 11:00 - 18:00

6 October 2021, 11:00 - 18:00

7 October 2021, 11:00 - 18:00

8 October 2021, 11:00 - 18:00

9 October 2021, 11:00 - 18:00

10 October 2021, 11:00 - 18:00

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

LONDON
CRAFTWEEK

Championing British Craftsmanship




Image by Harry Cory-Wright, Courtesy of The New Craftsmen

Imbued with rich traditions yet often thrillingly anarchic in mindset, Britain has always been at the cutting edge of craftsmanship. London Craft Week celebrates the heritage, evolution and innovation of craft across the UK and for our seventh edition we are delighted to announce the return of the QUEST Craft Trail as well as new initiatives including the Luxury British Craftsmanship Pavilion at Chelsea Barracks. Through a diverse programme of talks, demonstrations, workshops and tastings, discover the contemporary practices and traditional skills that illuminate the best of British creativity.

The frequency of our digital campaign increases in the three months leading up to the Festival each year.

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



LOEWE Home Scents at Liberty, LCW 2020
Dan Weill Photography

Get in Touch

To discuss partnership packages and talk through your potential event in more detail, please contact:

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300 Objects, LCW 2020
Dan Weill Photography

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