



2023

TEXAS WOODWORKING FESTIVAL

SPONSORSHIP PROPOSAL

Prepared for 2023 Exhibitors and Sponsors	Reference Number: 2023-0001
	Prepared by: Austin Waldo
	Valid Until: August 26th, 2023

Saturday & Sunday
August 26th - 27th, 2023
9am to 5pm
Palmer Event Center
Austin, Texas



— Brought to You By —
AUSTIN SCHOOL OF FURNITURE 

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Event Summary

WHY TWF?

The Texas Woodworking Festival is a one of a kind event that brings together woodworkers from all over the United States looking to see what's new and who's who. TWF is produced by the Austin School of Furniture as a fun and unique annual fundraiser.

The Texas Woodworking Festival combines an industry conference, an educational seminar, and a woodworking themed festival all in one amazing weekend. This event draws in a young, diverse woodworking crowd looking to meet you and your company.

As an exhibitor, you can:

- Tap into the growing community of Texas woodworkers
- Reach a broad regional community of woodworking enthusiasts all in one place
- Meet your target customers face-to-face
- Launch a new product and drive sales
- Test new products and ideas and get immediate feedback
- Increase exposure of your brand
- Make valuable business connections
- Support an important fundraiser (all proceeds benefit Austin School of Furniture)
- Have fun!

OUR EVENT

The Texas Woodworking Festival is a celebration of all things related to the craft of woodworking. Attendees can expect to learn about woodworking techniques, products, and services shared by industry experts and our partners through scheduled programming, workshops and exhibits. This two day event brings together woodworking organizations, content creators, furniture makers, lumber yards, educators and tool makers for a weekend of food, drinks and all things woodworking. Although, TWF is all about having fun, we pride ourselves on the growth of the event, the connections made and the results produced for our sponsors.

What to expect:

- 2000+ Expected Attendance
- 2 Day Event with Separate Load-In Day
- Fully Air Conditioned Venue
- Exhibitor and Attendee Parking
- Loading Docks and Ramps
- 25,000 sf Exhibition Hall
- Separate Seminar & Workshop Space
- Fun Activations and Merchandise
- VIP Lounge and VIP After Party
- Food, Drinks and Music



Event Details

TEXAS WOODWORKING FESTIVAL 2023

Saturday & Sunday August 26th - 27th, 2023

9am to 5pm

Palmer Events Center - Austin, Texas



Our Partners



Our Reach

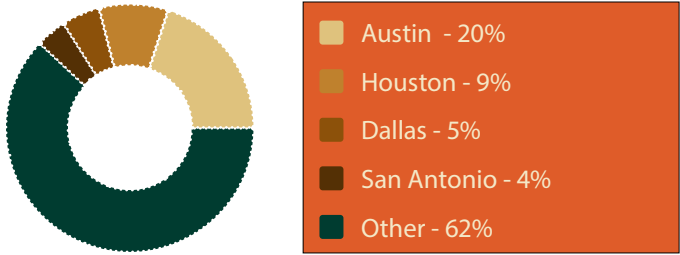
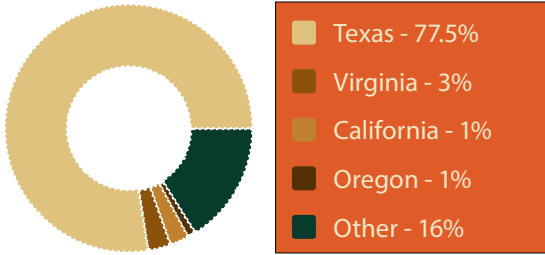
Texas Woodworking Festival and Austin School of Furniture have continued to grow each year and expand their digital reach. 54,000 website views annually, 32,000 social media followers, 5,000 newsletter subscribers are all used to promote the event and its participants.



ONLINE STATISTICS

- Our visitors are 31% women and 69% male
- The average age is 35 - 44 year of age
- Views are 60% mobile, 35% desktop, 5% tablet

ONLINE VISITORS



2021 TEXAS WOODWORKING FESTIVAL

- 1200+ attendees in 2021 one day event (160% increase from previous year)
- Top 5 Attendee States were Texas, Oklahoma, Florida, Louisiana, and New Mexico
- Attendees were 20% professional, and 80% hobbyist woodworkers

60%
ATTENDEE
INCREASE

2019 TEXAS WOODWORKING FESTIVAL

- 750 Attendees

150%
ATTENDEE
INCREASE

2018 TEXAS WOODWORKING FESTIVAL

- 300 Attendees



Our Opportunities

Don't miss out on engaging with customers and tap into the Texas woodworking market through the Texas Woodworking Festival. Have a specific goal you'd like to meet? Reach out today for a customized sponsorship package.

EVENT BENEFITS

HOW YOU CAN BENEFIT FROM THE IN-PERSON EVENT

- W **BENEFIT:** Face to Face Interaction
- W **BENEFIT:** Direct Products Sales
- W **BENEFIT:** Influencer and Promotional Partner Networking
- W **BENEFIT:** Access to the Texas Woodworkers Community
- W **BENEFIT:** A Platform to Launch New Products and Drive Sales
- W **BENEFIT:** Customer Feedback and Ideas
- W **BENEFIT:** Valuable Business Connections

MARKETING BENEFITS

HOW YOU CAN BENEFIT BEYOND THE IN-PERSON EVENT

- ▶ Free Event Website Listing
- ▶ Podcast Mentions
- ▶ On-site and Off-Site Signage
- ▶ Print and Merchandise
- ▶ Email Marketing

- ▶ Social Media, In-House and Affiliates
- ▶ Customer Generated Content
- ▶ Organic and Paid Advertising
- ▶ Lead Generation
- ▶ Local and Regional Press



Don't miss out on this unique opportunity

Michelle Myers
 Director of Partnerships
partnerships@texaswoodworkingfestival.com

Sponsorship Levels

	PLATINUM	GOLD	GOLD	GOLD
Title	Event Sponsor	Bar Sponsor	Education Sponsor	VIP Sponsor
Price	\$10,500	\$7,000	\$6,500	\$5,000
Exclusivity	Exclusive	Exclusive	Exclusive	Exclusive
Booth	20x10 Booth	10x10 Booth	10x10 Booth	10x10 Booth
Event Signage	2'x3'	2'x3'	2'x3'	2'x3'
Website Promotion	Platinum Section	Gold Section	Gold Section	Gold Section
VIP Passes	2	2	2	2
Item in VIP Gift Bags	Yes	No	No	No
Pre-Event E-mail	Yes	No	No	No
Post Event E-mail	Yes	Yes	Yes	Yes
Stage Demo	Yes	No	No	No
Photo Backdrop	Yes	No	No	No
Attendee List (Opt-In)	Yes	No	No	No
	Logo on TWF Weird Shirt	Branded Bar Signage	Branded Schedule Page	Branded VIP Bag
		Drink Token and Koozies	Branded Seminar Stage	Signage & Table in VIP Lounge
	15% Add. Booth	15% Add. Booth	15% Add. Booth	15% Add. Booth



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Sponsorship Levels

	GOLD	GOLD	SILVER	BRONZE
Title	Party Sponsor	Food Sponsor	Event Sponsor	Digital Sponsor
Price	\$5,000	\$5,000	\$2,500	\$500
Exclusivity	Exclusive	Exclusive	Non-Exclusive	Non-Exclusive
Booth	10x10 Booth	10x10 Booth	10x10 Booth	No
Event Signage	2'x3'	2'x3'	1'x2'	No
Website Promotion	Gold Section	Gold Section	Silver Section	Bronze Section
VIP Passes	2	2	No	No
Item in VIP Gift Bags	No	No	No	No
Pre-Event E-mail	No	No	No	No
Post Event E-mail	Yes	Yes	Yes	Yes
Stage Demo	No	No	No	No
Photo Backdrop	No	No	No	No
Attendee List (Opt-In)	No	No	No	No
	Happy Hour Signage	Food Area Signage		
	Merch Table During Party	Branded Napkins		
	15% Add. Booth	15% Add. Booth	15% Add. Booth	



About Austin School of Furniture

Traditional Craft Modern Education

BACKGROUND

The Austin School of Furniture is a woodworking and furniture making school located in Austin, Texas offering beginner to advanced, part-time and full-time woodworking courses. Yeehaw!



We focus on educating hobbyists and aspiring professionals in the craft of furniture making through demonstrations, lectures, pre-recorded videos and of-course in-person hands on learning.

We at ASF feel that it is extremely important to learn and understand the traditions and historical techniques of furniture construction while embracing advances in design and technology. Hand tools to computer-aided machinery are all used to cover a broad understanding of both the past and future of furniture making.



WHY TWF?

The Texas Woodworking Festival is a yearly fundraiser for the Austin School of Furniture. It helps to bring awareness to the school while raising money to support the continuation of the school, develop new classes, create scholarships, and pay instructors and staff.



Our Team



MICHELLE MYERS

Director of Partnerships - Texas Woodworking Festival

Emiko Woodworks is Michelle Myers' one-woman shop in Austin, Texas. Her early employers were furniture makers who gave her the opportunity to complete high end projects for clients such as Tiffany's and the Barnes Museum. In the years since, Michelle has enjoyed collaborating directly with clients and designers to create one-of-a-kind furniture that is built to last. She especially loves to make dining room tables big enough for the whole family at Thanksgiving dinner. Michelle also has a background in sales.



HEATHER NEIMEYER

Managing Director - KDMC Event Management

Heather has served the agency for over 16 years, as COO, and is a knowledgeable industry staple for our clients, community partners, and team members. Recently promoted to Managing Director, she continues to be the teams' inspirational mentor that oversees the daily operations, client relations, while being a process-minded leader that is responsible for the strategic rapid scale of K.DMC.



Our Team



AUSTIN WALDO

Event Producer - Texas Woodworking Festival
Managing Director / Owner - Austin School of Furniture

Austin is a digital marketer turned furniture maker. He loves designing and building furniture, playing with new tools and networking with other woodworkers. He started the Austin School of Furniture in 2018 and eventually created the Texas Woodworking Festival.

As a former marketer in the tech and entrepreneurship world, Austin infuses the woodworking industry with some of the best aspects of the tech world. His goal is to create an epic-center of furniture making around the Austin School of Furniture while providing access, opportunity, education, and fun to anyone that wants to participate in woodworking.



PHILIP MORLEY

Lead Instructor / Owner - Austin School of Furniture

Philip Morley began his career in woodworking at a young age in London, England. Philip attended trade school for carpentry and eventually ventured into furniture making. Besides his schooling, Philip held several multi-year apprenticeships before starting his own company. Philip has developed a unique style of modern furniture with a hint of mid-century in his own custom furniture that he designs and builds in his home shop in Wimberley, Texas. Philip a co-founder and leads instruction at the Austin School of Furniture.



Platinum Sponsor



EVENT SPONSOR

\$10,500

The cost for this exclusive Platinum Sponsorship package is \$20,000. This level includes a large 20' x 10' booth (\$3000 value) and an option to add additional 10' x 10' spaces for 15% off. As the Platinum level sponsor, your company will receive prime placement in all sponsor locations. This includes the top-tier placement on the Texas Woodworking Festival website, sponsor signage at the event and any outgoing correspondence with attendees.

The Texas Woodworking Festival exhibition hall will have a large stage hosting several product demonstrations throughout the two day event. As the Platinum Sponsor, your brand will be located on stage and visible to all attendees. Additionally, you'll get a 45 minute demonstration on the stage to showcase your latest product, introduce your company or demonstrate an interesting woodworking technique.



Platinum Sponsor

The Texas Woodworking Festival is a great place to show off new products, meet customers and network with woodworking VIPs. There will be a private lounge at the festival just for VIPs and the Platinum Level Sponsorship includes 5 passes that can be given out at your discretion. Besides the VIP treatment, VIPs will be given SWAG bags. Your brand can include one item in that bag given to VIPs. As well, there is a happy hour after the event for VIPs, exhibitors, and event staff.

Texas Woodworking Festival is a great place for attendees to see tools up close, meet their favorite Youtube woodworker and make lasting memories. A great way to capture those moments is through the TWF photobooth. A custom backdrop will be made with your logo and the TWF logo so your brand will be a part of every photo memory.

There will be plenty of ways to meet and market to Texas Woodworking Festival attendees. As the Platinum Sponsor, your brand will be included in pre-event emails and post-event thank you emails. The list of attendees that opt-in to hearing from us and our sponsors will be shared with you after the event.

Your booth includes wifi access, a pipe and drape backdrop and one 110v 15 amp outlet. Additional power, compressed air, data, phone, signage and marketing upgrades are available.

SPONSORSHIP DETAILS

- ▶ Platinum Event Level
- ▶ Cost - \$10,500
- ▶ Exclusive Sponsor
- ▶ 20 x 10 Booth
- ▶ 2 x 3 Sponsor Sign
- ▶ Website Listing
- ▶ 2 VIP Passes
- ▶ Item in VIP Gift Bags
- ▶ Pre-Event Email Inclusion
- ▶ Post Event Email Inclusion
- ▶ 45 Minute Demo
- ▶ Photo Backdrop
- ▶ Attendee List (Opt-In)
- ▶ Logo on TWF Weird Shirt
- ▶ 15% Off Additional Booth

Don't miss out on this unique opportunity

Michelle Myers
Director of Partnerships
partnerships@texaswoodworkingfestival.com



Gold Bar Sponsor

DETAILS

- ▶ Gold Bar Level
- ▶ Cost - \$7,000
- ▶ Exclusive Sponsor
- ▶ 10 x 10 Booth
- ▶ 2 x 3 Sponsor Sign
- ▶ Website Listing
- ▶ 2 VIP Passes
- ▶ Post Event Email Inclusion
- ▶ Branded Bar Area
- ▶ Branded Koozies (1000)
- ▶ Branded Drink Tokens (2000)
- ▶ 15% Off Additional Booth

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Director of Partnerships

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BAR SPONSOR

\$7,000

The cost for this Gold Sponsorship package is \$7,000 and is an exclusive sponsorship of the bars and bar areas. This level includes a large 10' x 10' booth (\$1500 value) and an option to add additional spaces for 15% off. As the Gold Bar Level Sponsor, your company's brand will be placed in all Gold sponsor locations. This includes Gold placement on the Texas Woodworking Festival website, sponsor signage at the event and the post event email.

The Texas Woodworking Festival is a great place to show off new products, meet customers and network with VIPs. There will be a private VIP lounge at the festival just for VIPs and this Gold Level Sponsorship includes 2 passes that can be given out at your discretion. As well, there is a happy hour after the event for VIPs, exhibitors, and event staff.

As the exclusive bar sponsor your brand will be located at the bars for all attendees to see. There will be 2 public bars located at the event and your logo will be placed on 2000 wooden drink tokens and 1000 koozies handed out to attendees.

Your booth includes wifi access, a pipe and drape backdrop and one 110v 15 amp outlet. Additional power, compressed air, data, phone, signage and marketing upgrades are available.



Gold Education Sponsor



EDUCATION SPONSOR

\$6,500

The cost for this Gold Sponsorship package is \$6,500 and is an exclusive sponsorship of the educational sessions. This level includes a large 10' x 10' booth (\$1500 value) and an option to add additional spaces for 15% off. As the Gold Education Level Sponsor, your company's brand will be placed in all Gold sponsor locations. This includes Gold placement on the Texas Woodworking Festival website, sponsor signage at the event and the post event email.

The Texas Woodworking Festival is a great place to show off new products, meet customers and network with VIPs. There will be a private VIP lounge at the festival just for VIPs and this Gold Level Sponsorship includes 2 passes that can be given out at your discretion. As well, there is a happy hour after the event for VIPs, exhibitors, and event staff.

As the exclusive educational sponsor your brand will be located on the stage in the educational theater upstairs as well as the educational classroom. A schedule will be available on the TWF website and your brand will be located in a prime location on the schedule page.

Your booth includes wifi access, pipe and drape backdrop and one 110v 15 amp outlet. Additional power, compressed air, data and phone upgrades are available.

DETAILS

- ▶ Gold Education Level
- ▶ Cost - \$6,500
- ▶ Exclusive Sponsor
- ▶ 10 x 10 Booth
- ▶ 2 x 3 Sponsor Sign
- ▶ Website Listing
- ▶ 2 VIP Passes
- ▶ Post Event Email Inclusion
- ▶ Branded Schedule Page
- ▶ Branded Seminar Stage
- ▶ Branded Seminar Classroom
- ▶ 15% Off Additional Booth

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Gold VIP Sponsor

DETAILS

- ▶ Gold VIP Level
- ▶ Cost - \$5,000
- ▶ Exclusive Sponsor
- ▶ 10 x 10 Booth
- ▶ 2 x 3 Sponsor Sign
- ▶ Website Listing
- ▶ 3 VIP Passes
- ▶ Post Event Email Inclusion
- ▶ VIP Lounge Signage
- ▶ Branded VIP Bag
- ▶ SWAG Table in Lounge
- ▶ 15% Off Additional Booth

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Director of Partnerships partnerships@texaswoodworkingfestival.com



VIP SPONSOR

\$5,000

The cost for this Gold Sponsorship package is \$5000 and is an exclusive sponsorship of the VIP Lounge. This level includes a large 10' x 10' booth (\$1500 value) and an option to add additional spaces for 15% off. As the Gold VIP Level Sponsor, your company's brand will be placed in all Gold sponsor locations. This includes Gold placement on the Texas Woodworking Festival website, sponsor signage at the event and the post event email.

The Texas Woodworking Festival is a great place to show off new products, meet customers and network with VIPs. The VIP lounge will be a private area with soft seating and an open bar just for VIPs. This Gold Level Sponsorship includes 3 VIP passes that can be given out at your discretion. As well, there is a happy hour after the event for VIPs, exhibitors, and event staff.

As the exclusive VIP sponsor your brand will be located in the VIP lounge and on the VIP SWAG bag. A table will be set up in the VIP lounge to use as a merch table or as another space to chat with attendees.

Your booth includes wifi access, a pipe and drape backdrop and one 110v 15 amp outlet. Additional power, compressed air, data, phone, signage and marketing upgrades are available.



Gold Happy Hour Sponsor



HAPPY HOUR SPONSOR

\$5,000

The cost for this Gold Sponsorship package is \$5000 and is an exclusive sponsorship of the Happy Hour. This level includes a large 10' x 10' booth (\$1500 value) and an option to add additional spaces for 15% off. As the Gold Happy Hour Level Sponsor, your company's brand will be placed in all Gold sponsor locations. This includes Gold placement on the Texas Woodworking Festival website, sponsor signage at the event and the post event email.

The Texas Woodworking Festival is a great place to show off new products, meet customers and network with VIPs. There will be a private VIP lounge at the festival just for VIPs and this Gold Level Sponsorship includes 2 passes that can be given out at your discretion. As well, there is a happy hour after the event for VIPs, exhibitors, and event staff of which you will be the exclusive sponsor.

As the Happy Hour sponsor your brand will be located at the after party bar and in prime location at the happy hour. A table will be set up in the Happy Hour area to use a merch table or as another space to chat with attendees.

Your booth includes wifi access, a pipe and drape backdrop and one 110v 15 amp outlet. Additional power, compressed air, data, phone, signage and marketing upgrades are available.

DETAILS

- ▶ Gold Happy Hour Level
- ▶ Cost - \$5,000
- ▶ Exclusive Sponsor
- ▶ 10 x 10 Booth
- ▶ 2 x 3 Sponsor Sign
- ▶ Website Listing
- ▶ 2 VIP Passes
- ▶ Post Event Email Inclusion
- ▶ Branded Happy Hour Bar
- ▶ Branded Merch Table
- ▶ 15% Off Additional Booth

Don't miss out on this unique opportunity

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Gold Food Sponsor

DETAILS

- ▶ Gold Food Level
- ▶ Cost - \$5,000
- ▶ Exclusive Sponsor
- ▶ 10 x 10 Booth
- ▶ 2 x 3 Sponsor Sign
- ▶ Website Listing
- ▶ 2 VIP Passes
- ▶ Post Event Email Inclusion
- ▶ Food Area Signage
- ▶ Branded Napkins (2000)
- ▶ 15% Off Additional Booth

Don't miss out on this unique opportunity

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Director of Partnerships

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FOOD SPONSOR

\$5,000

The cost for this Gold Sponsorship package is \$5000 and is an exclusive Food sponsorship. This level includes a large 10' x 10' booth (\$1500 value) and an option to add additional spaces for 15% off. As the Gold Food Level Sponsor, your company's brand will be placed in all Gold sponsor locations. This includes Gold placement on the Texas Woodworking Festival website, sponsor signage at the event and the post event email.

The Texas Woodworking Festival is a great place to show off new products, meet customers and network with VIPs. There will be a private VIP lounge at the festival just for VIPs and this Gold Level Sponsorship includes 2 passes that can be given out at your discretion. As well, there is a happy hour after the event for VIPs, exhibitors, and event staff.

As the exclusive Food sponsor your brand will be located in a prime location in the concessions area and serving tables. 2000 custom napkins with your company logo will be handed out to hungry attendees throughout the event.

Your booth includes wifi access, a pipe and drape backdrop and one 110v 15 amp outlet. Additional power, compressed air, data, phone, signage and marketing upgrades are available.



Silver Event Sponsor



EVENT SPONSOR

\$2,500

The cost for this Silver Sponsorship package is \$2,500 and is a non-exclusive sponsorship of the Texas Woodworking Festival. This level includes a large 10' x 10' booth (\$1500 value) and an option to add additional spaces for 15% off. As the Silver Event Sponsor, your company's brand will be placed in all Silver sponsor locations. This includes Silver placement on the Texas Woodworking Festival website, sponsor signage at the event and the post event email.

Your booth includes wifi access, a pipe and drape backdrop and one 110v 15 amp outlet. Additional power, compressed air, data, phone, signage and marketing upgrades are available.

Don't miss out on this unique opportunity

Michelle Myers
Director of Partnerships

partnerships@texaswoodworkingfestival.com

DETAILS

- ▶ Silver Event Level
- ▶ Cost - \$2,500
- ▶ Non-Exclusive Sponsor
- ▶ 10 x 10 Booth
- ▶ 1 x 2 Sponsor Sign
- ▶ Website Listing
- ▶ Post Event Email Inclusion
- ▶ 15% Off Additional Booth



Bronze Event Sponsor



DIGITAL SPONSOR

\$500

The cost for this Bronze Sponsorship package is \$500 and is a non-exclusive digital sponsorship of the Texas Woodworking Festival. As a Bronze Digital Sponsor, your company's brand will be placed in all Bronze sponsor digital locations. This includes Bronze placement on the Texas Woodworking Festival website, group sponsor signage at the event and the post event email.

Don't miss out on this unique opportunity

Michelle Myers

Director of Partnerships

partnerships@texaswoodworkingfestival.com

DETAILS

- ▶ Bronze Digital Level
- ▶ Cost - \$500
- ▶ Non-Exclusive Sponsor
- ▶ Website Listing
- ▶ Post Event Email Inclusion



Sponsorship Add-Ons

45 Min Demonstration	20 Min Demonstration	VIP SWAG Item
\$750	\$350	\$350
<p>The Texas Woodworking Festival exhibition hall will have a large stage hosting several product demonstrations throughout the event. Your company may sponsor a 45 minute session. On stage, you can demonstrate a tool or new product, introduce your company, interview attendees or any other great idea!</p>	<p>The Texas Woodworking Festival exhibition hall will have a large stage hosting several product demonstrations throughout the event. Your company may sponsor a 20 minute session. On stage, you can demonstrate a tool or new product, introduce your company, interview attendees or any other great idea!</p>	<p>The Texas Woodworking Festival is a great place to show off new products, meet customers and network with woodworking VIPs. There will be a private lounge at the festival just for VIPs. Besides the VIP treatment, VIPs will be given SWAG bags. Your brand can include one item in that bag given to VIPs.</p>



Let's Chat!

If you see an opportunity that interests you please reach out to our Partnership Team today.

Don't see what you are looking for or have a great idea about a new sponsorship level? Let's chat!



MICHELLE MYERS

Director of Partnerships

Texas Woodworking Festival

PARTNERSHIPS@TEXASWOODWORKINGFESTIVAL.COM

TEXAS WOODS WORKING FESTIVAL

VENDORS · SPONSORS
· LIVE DEMONSTRATIONS ·

Two Days in August

08.26/27.23

PALMER EVENTS CENTER

· AUSTIN · USA · TEXAS ·

Brought to You By AUSTIN SCHOOL OF FURNITURE 

Texas Woodworking Festival
361.857.9228
info@texaswoodworkingfestival.com

Austin School of Furniture
1600 W Stassney Ln. Unit B
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