



2024

TEXAS WOODWORKING FESTIVAL

SPONSORSHIP PROPOSAL

Prepared for 2024 Exhibitors and Sponsors	Reference Number: 2024-0001
	Prepared by: Austin Waldo
	Valid Until: November 10th, 2024

Saturday & Sunday
November 9th & 10th, 2024
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
- 85+ Exhibitors
- 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 Activities and Merchandise
- Food, Drinks and Music



Event Details

TEXAS WOODWORKING FESTIVAL 2023

November 9th & 10th, 2024

9am to 5pm

Palmer Events Center - Austin, Texas



Past Sponsors



Our Reach

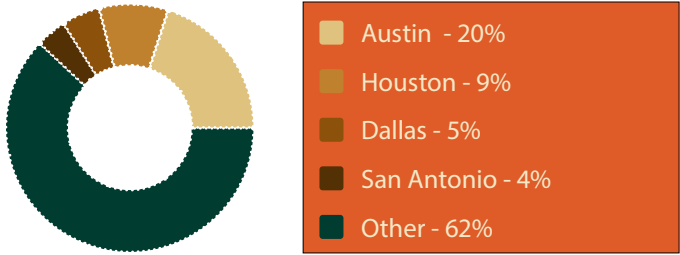
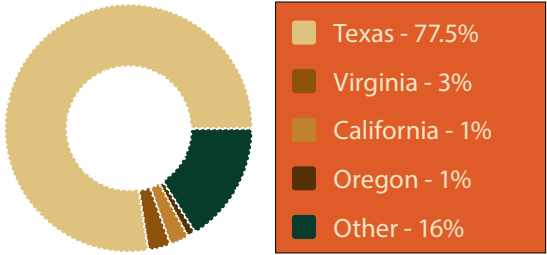
Texas Woodworking Festival and Austin School of Furniture have continued to grow each year and expand their digital reach. 54,000 website views annually, 35,000 social media followers, 5,000 newsletter subscribers are all used to promote the event and its participants.



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



2023 TEXAS WOODWORKING FESTIVAL

- 1750 attendees

2021 TEXAS WOODWORKING FESTIVAL

- 1200 attendees

2019 TEXAS WOODWORKING FESTIVAL

- 750 Attendees

2018 TEXAS WOODWORKING FESTIVAL

- 300 Attendees

YEAR OVER YEAR STATS

- Continued attendee and exhibitor growth
- Top 5 Attendee States were Texas, Oklahoma, Florida, Louisiana, and New Mexico
- Attendees were 30% professional, and 70% hobbyist woodworkers



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
Title	TWF Sponsor	Bar Sponsor	Education Sponsor
Price	\$12,500	\$7,500	\$7,500
Exclusivity	Exclusive	Exclusive	Exclusive
Booth	20x10 Booth	10x10 Booth	10x10 Booth
Event Signage	3'x5'	2'x3'	2'x3'
Website Promotion	Platinum Section	Gold Section	Gold Section
Floor Plan Promotion	Yes	Add-On	Add-On
Pre-Event E-mail	Yes	No	No
Post Event E-mail	Yes	Yes	Yes
Stage Demo (45m)	Yes	Add-On	Add-On
Attendee List (Opt-In)	Yes	No	No
Specialty	Logo on TWF Weird Shirt	Branded Bar Signage	Branded Schedule Page
Specialty	Logo on Demo Stage	Drink Token and Koozies	Branded Seminar Stage
Additional Booth Discount	15% Off	15% Off	15% Off



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 Director of Partnerships
 partnerships@texaswoodworkingfestival.com

Sponsorship Levels

	GOLD	GOLD	SILVER	BRONZE
Title	Canopy Sponsor	Food Sponsor	Event Sponsor	Digital Sponsor
Price	\$6,000	\$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
Floor Plan Promotion	Add-On	Add-On	Add-On	Add-On
Pre-Event E-mail	No	No	No	No
Post Event E-mail	Yes	Yes	Yes	Yes
Stage Demo	Add-On	Add-On	Add-On	No
Attendee List (Opt-In)	No	No	No	No
Specialty	Outdoor Canopy Signage	Food Area Signage	NA	NA
Specialty	Add. Outdoor Booth	Branded Napkins	NA	NA
Additional Booth Discount	15% Off	15% Off	15% Off	NA



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



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.



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.



Our Team



HEATHER NEIMEYER
Managing Director - Reimagine Meeting 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.



HEATHER NEIMEYER
Conference Coordinator - Reimagine Meeting Management

Kellie’s passion for events is clear and contagious. Having previously worked on the rental side of the events business, Kellie knows the ins and outs of what it takes to put together a successful event, beginning with strong purpose and a solution-oriented attitude. Her honest approach to meeting management and personal motto of “Community over competition” is what makes her an invaluable asset to our team – and to our clients.

In her spare time, Kellie enjoys baking, catching up on her favorite movies and TV shows, and long walks through Target.



Platinum Sponsor



EVENT SPONSOR

\$12,500

The cost for this exclusive Platinum Sponsorship package is \$12,500. 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. If applicable, we will name the sponsored area after your company. 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.

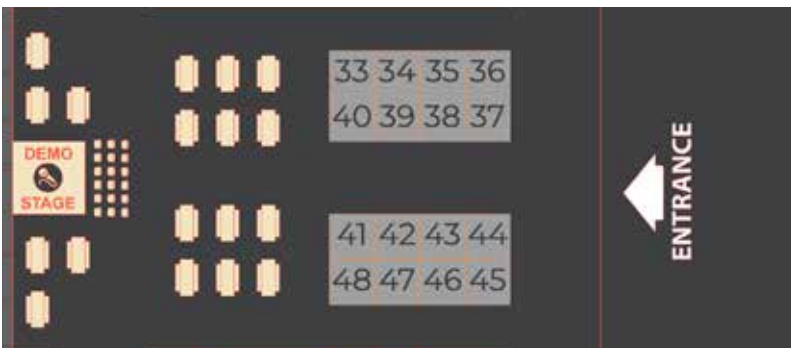


Platinum Sponsor

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.

We like our weird t-shirts here in Austin and the Texas Woodworking Festival is no different. TWF designs a new "Weird" shirt each year to be sold in our retail store. Your logo will be placed on this year's shirt to show off your brand for years to come.

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



SPONSORSHIP DETAILS

- ▶ Platinum Event Level
- ▶ Cost - \$12,500
- ▶ Exclusive Sponsor
- ▶ 20 x 10 Booth
- ▶ 3 x 5 Sponsor Sign
- ▶ Platinum Website Listing
- ▶ Floor Plan App Promotion
- ▶ Pre-Event Email Inclusion
- ▶ Post Event Email Inclusion
- ▶ 45 Minute Demo
- ▶ Attendee List (Opt-In)
- ▶ Logo on TWF Weird Shirt
- ▶ Logo on Demo Stage
- ▶ 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 - \$7,500
- ▶ Exclusive Sponsor
- ▶ 10 x 10 Booth
- ▶ 2 x 3 Sponsor Sign
- ▶ Website Listing
- ▶ Post Event Email Inclusion
- ▶ Branded Bar Area
- ▶ Branded Koozies (500)
- ▶ Branded Drink Tokens (500)
- ▶ 15% Off Additional Booth

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BAR SPONSOR

\$7,500

The cost for this Gold Sponsorship package is \$7,500 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.

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 500 wooden drink tokens and 500 koozies handed out to attendees.

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



Gold Education Sponsor



EDUCATION SPONSOR

\$7,500

The cost for this Gold Sponsorship package is \$7,500 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.

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. If applicable, we will name the sponsored area after your company.

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

DETAILS

- ▶ Gold Education Level
- ▶ Cost - \$7,500
- ▶ Exclusive Sponsor
- ▶ 10 x 10 Booth
- ▶ 2 x 3 Sponsor Sign
- ▶ Website Listing
- ▶ Post Event Email Inclusion
- ▶ Branded Schedule Page
- ▶ Branded Seminar Stage
- ▶ 15% Off Additional Booth

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Gold Canopy Sponsor

DETAILS

- ▶ Gold Canopy Level
- ▶ Cost - \$6,000
- ▶ Exclusive Sponsor
- ▶ 10 x 10 Booth
- ▶ 2 x 3 Sponsor Sign
- ▶ Website Listing
- ▶ Post Event Email Inclusion
- ▶ Outdoor Canopy Signage
- ▶ Additional Outdoor Booth
- ▶ 15% Off Additional Booth

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CANOPY SPONSOR

\$6,000

The cost for this Gold Sponsorship package is \$5000 and is an exclusive sponsorship of the Outdoor Canopy Pavillion. This level includes a large 10' x 10' booth (\$1500 value) inside as well as a 10x10 space outside. An option to add additional spaces for 15% off is available. As the Gold Canopy 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.

As the exclusive Canopy sponsor your brand will be located outside in the canopy area. One additional 10x10 space is available for your company outside to run demonstrations or an activity of your choice upon approval. If applicable, we will name the sponsored area after your company.

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 Food Sponsor



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.

As the exclusive Food sponsor your brand will be located in a prime location in the concessions area and serving tables. If applicable, we will name the sponsored area after your company. 1000 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, a table and one 110v 15 amp outlet. Additional power, compressed air, data, phone, signage and marketing upgrades are available.

- ▶ **DETAILS**
- ▶ Gold Food Level
- ▶ Cost - \$5,000
- ▶ Exclusive Sponsor
- ▶ 10 x 10 Booth
- ▶ 2 x 3 Sponsor Sign
- ▶ Website Listing
- ▶ Post Event Email Inclusion
- ▶ Food Area Signage
- ▶ Branded Napkins (1000)
- ▶ 15% Off Additional Booth

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Silver Event Sponsor

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

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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, a table and one 110v 15 amp outlet. Additional power, compressed air, data, phone, signage and marketing upgrades are available.



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.

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Director of Partnerships

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DETAILS

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



Photobooth Sponsor



PHOTOBOOTH SPONSOR

\$1,000

The cost for this Add-On Sponsorship package is \$1,000 and is an exclusive sponsorship of the official Texas Woodworking Festival photobooth. This level includes logo placement in the photos and GIFs sent to attendees that use the TWF Photobooth.



DETAILS

- ▶ Add-On Sponsorship
- ▶ Cost - \$1,000
- ▶ Exclusive Add-On
- ▶ Logo Placement in Photos

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Live Music Sponsor



LIVE MUSIC SPONSOR

\$1,000

The cost for this Add-On Sponsorship package is \$1,000 and is an exclusive sponsorship of the live music at the Texas Woodworking Festival. As Live Music Sponsor, your company's brand will be placed in on live music signage.



DETAILS

- ▶ Add-On Sponsorship
- ▶ Cost - \$1,000
- ▶ Exclusive Add-On
- ▶ Logo on Music Signage

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Activity Sponsor



ACTIVITY SPONSOR

\$1,000

The cost for this Add-On Sponsorship package is \$1,000 and is an exclusive sponsorship of one activity at the Texas Woodworking Festival. Activities can be anything for attendees to participate in during the show for fun or education. This level includes logo placement in the area of the activity.



DETAILS

- ▶ Add-On Sponsorship
- ▶ Cost - \$1,000
- ▶ Exclusive Add-On
- ▶ Logo Activity Area

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