



# Sponsorship Packages and Branding Opportunities

Friday, Saturday, and Sunday April 17-19, 2020  
Southbridge Hotel & Conference Center, Southbridge, MA



Back by popular demand, *Fine Woodworking LIVE* is THE destination for passionate, creative woodworkers to enjoy an all-inclusive weekend of woodworking.

## Overview

- The industry's premier woodworking event
- Meet the stars of *Fine Woodworking* and [FineWoodworking.com](http://FineWoodworking.com)
- Three-day all-inclusive workshop at an exquisitely restored former optical factory, turned into a marquee event space in central Massachusetts
- Over 40 years of how-to and technique experience brought to life
- Unique community: best instructors + best program + best audience

## Program Benefits

- Unparalleled face-to-face marketing opportunities with over 250 attendees collectively spending over \$2 million annually on their woodworking passion
- Variety of ways to showcase your brand, uniquely tailored to your strengths – product demos, content marketing, giveaways, direct sales
- Network with affluent, engaged, and captivated audience
- Establish unique and personalized connections with your brand
- Shape and create memorable impressions and attendee perceptions about your products and services

**The 2017 through 2019 LIVE events sold out!**

Don't miss this opportunity to showcase your brand to Fine Woodworking's highly engaged audience of woodworkers.

For sponsorship inquiries, please call Alex Robertson at 203-304-3590, email at [arobertson@taunton.com](mailto:arobertson@taunton.com), or visit [www.FineWoodworkingLive.com](http://www.FineWoodworkingLive.com)





April 17-19, 2020 Southbridge Hotel & Conference Center, Southbridge, MA

## Sponsorship / Branding Reservation Form

SPONSORSHIP LEVEL:	TIER 1 \$7,500	TIER 2 \$4,500	TIER 3 \$2,500
Company Logo in event and website guide	×	×	×
Meal Sponsor (Breakfast, Lunch, or Dinner)	×	×	
Branded literature or giveaway inserted in conference bags	×	×	×
Room Sponsor with Signage and in-room tool/machine product placement	×	×	
Seminar Room Sponsorship			×
Military Attendee Sponsorship			×
Demo Room - Live Machinery and Hand Tool Demonstrations (limited to 6 sponsors)	×		
Event Program Advertisement - 2-Page Spread in Event Guide	×		
Event Program Advertisement - 1 Page in Event Guide		×	
Event Web Page Advertisement	×		

Exhibiting Company \_\_\_\_\_

Contact \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip/Postal Code \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

### Branding Opportunities

- Aspiring Woodworker Scholarships
- Event Program Advertisement
- Full Page or 2-Page Spread
- Event T-Shirt Logo Sponsor
- Lanyard Sponsorship
- Custom Opportunities Available

### Sponsorship Packages

(check box)

- TIER 1                      \$7,500
- TIER 2                      \$4,500
- TIER 3                      \$2,500

### Questions?

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Total Payment Due \$ \_\_\_\_\_