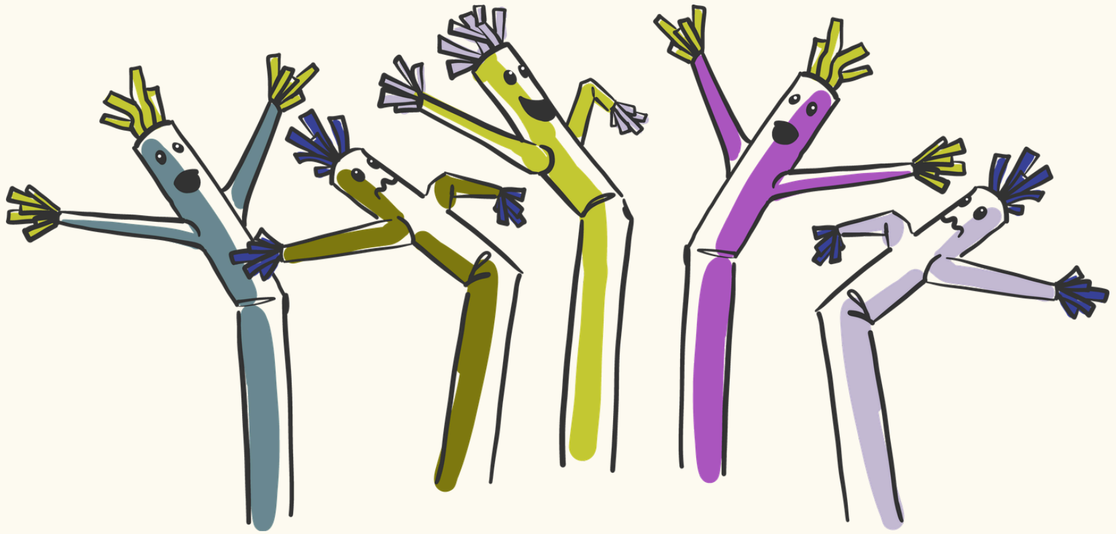


NASH YARN FEST

2027 SPONSORSHIP OPPORTUNITIES

JOIN US AS A SPONSOR FOR
OUR THIRD YEAR OF FIBER FUN.
(THERE WILL BE AIR DANCERS)



MARCH 12 - 13 2027

THE FAIRGROUNDS
NASHVILLE, TENNESSEE



IN 2026, NASH YARN FEST WAS A BLAST:



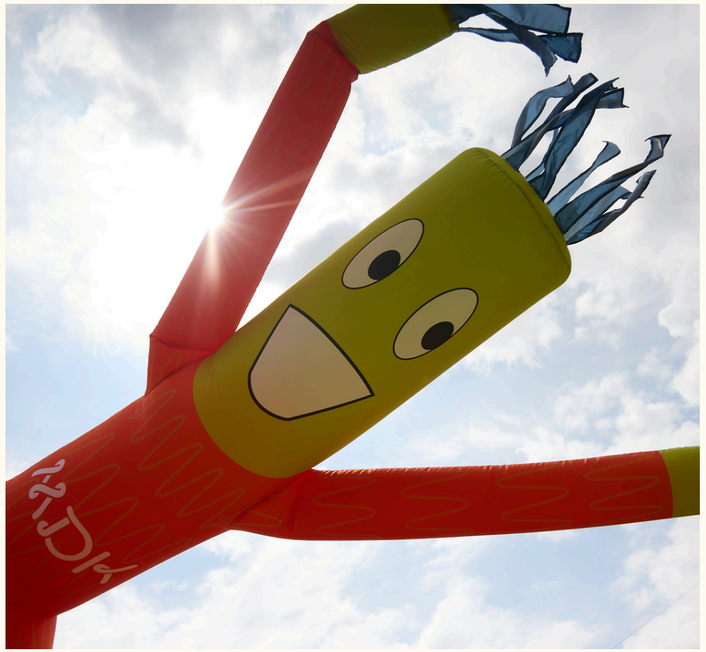
Nash Yarn Fest has quickly become a favorite gathering for knitters, crocheters, fiber artists, and makers from across the country.

- More than 3,000 attendees from all 50 states and Canada.
- Over 90 vendors from 40 states, Canada and the UK.
- High praise for the vibrant marketplace, live music, talks, and community vibes. There was even line dancing!
- Folks came early and stayed late—it felt like a true getaway.

In 2027, your brand could be part of the fun!


NASH YARN FEST





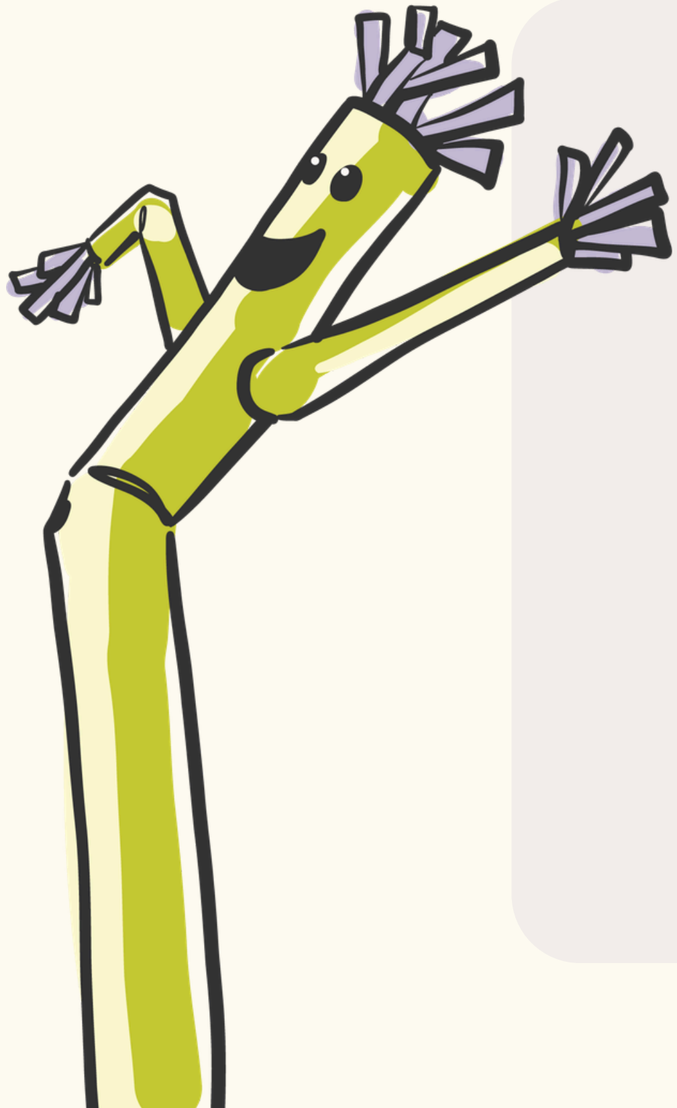







WELCOME
to
NASH YARN FEST
THE LINE STARTS HERE!

WHY BECOME A SPONSOR?



Come for the yarn. Stay for the party.
Put your brand right in the middle of it all.

Nash Yarn Fest brings thousands of knitters, crocheters, makers, designers, and fiber fans together for two joy-filled days of shopping, learning, music, making, and serious yarn enthusiasm. Sponsorship puts your brand where the fun is happening—with creative opportunities to connect, delight, and get your products into the hands of a community that loves discovering what's new.

Be seen. Be part of the fun. Be part of Nash Yarn Fest.

SPONSORSHIP OPPORTUNITIES



HOOTENANNY



THE BIG
MAKE TOGETHER



NYF AT HOME



NYF FASHION SHOW



NYF FASHION
SHOW FEATURE



VENDOR
BREAKFAST



NYF SUPPORTING
SPONSORS



New!

NYF HOOTENANNY SPONSOR

$1,000 (5 available)

Help us kick up our heels and celebrate the NYF community.

After a full day at Nash Yarn Fest, the NYF Hootenanny keeps the fun going with live music, line dancing, and plenty of time to gather with fellow makers. Hootenanny Sponsors help make this joyful night possible while putting their brand at the heart of one of NYF's most memorable celebrations.

Benefits:

- NYF Instagram spotlight: a grid post and a story
- Logo and name on NYF website sponsor page
- 5 tickets for NYF Hootenanny
- Large ad in the NYF Bulletin
- Large banner and other signage displayed during the NYF Hootenanny
- Recognition in applicable Hootenanny attendee communication
- Logo sponsor on swag bag



GOAL MET

NYF HOOTENANNY SWAG BAG PRESENTING SPONSOR

$1,500 + product for all bags (1 available)

Be the brand behind a bag full of Hootenanny fun.

Put your brand in the hands of Hootenanny attendees as the exclusive presenting sponsor of the Hootenanny Swag Bag. Your brand will have a starring role on the bag and inside it, creating a fun, memorable connection that lasts well beyond the evening.

Benefits:

- Exclusive “Hootenanny Swag Bag presented by [Sponsor]” recognition
- Prominent sponsor logo on the swag bag or attached bag branding
- Premier product placement inside every Hootenanny swag bag
- Recognition on applicable Hootenanny signage/materials
- Logo and name on NYF website sponsor page
- NYF Instagram mention and tag
- Recognition in applicable Hootenanny attendee communications
- Opportunity to provide branded collateral

*Product support based on bag needs and subject to approval.



New!

NYF HOOTENANNY SWAG BAG PRODUCT PARTNER

$250 + product for all bags (5 available)

Get your product into the hands of Hootenanny guests.

Join the fun by adding your yarn, tools, notions, or other maker friendly goodies to the Hootenanny Swag Bag, a festive way to introduce attendees to your brand and give them something new to discover.

Benefits:

- Approved product/sample included in Hootenanny swag bags
- Brand/name recognition as a Hootenanny Swag Bag Product Partner
- Name or logo on applicable Hootenanny materials
- Logo and name on NYF website sponsor page
- Product supplied by participating brand
- Quantity, delivery deadline, and specifications determined by NYF

*Product support based on bag needs and subject to approval.



New!

NYF FASHION SHOW SPONSOR

$1,000 (~~5 available~~—4 left!)

Your brand. One runway. Let's put on a show.

The NYF Fashion Show is one of the weekend's most colorful and most photographed moments, bringing our community together to celebrate beautiful yarn, great design, and the joy of showing off what we make. Put your brand in the spotlight as we send fabulous knits and crochet down the NYF runway.

Benefits:

- NYF and MDK Instagram spotlight: a grid post and a story
- Logo and name on NYF website sponsor page
- Logo included on signage and promotional materials at Nash Yarn Fest
- Verbal sponsor recognition during programming
- Large ad in the NYF Bulletin
- Logo/name on NYF sponsor webpage
- Recognition in applicable NYF Fashion Show communications











NYF FASHION SHOW FEATURE

$50 (25 available)

Your design. Our runway. Let's show it off.

The NYF Fashion Show celebrates the creativity, color, and incredible talent of the fiber community. Designers and brands are invited to put their work in the spotlight by featuring a garment, accessory, or product on the NYF runway, giving attendees a chance to see your designs and products brought to life.

Benefits:

- Brand/designer, description for featured piece and booth #s will be announced
- Recognition in applicable NYF Fashion Show materials



New!

THE BIG MAKE TOGETHER

$250 + product support* (~~5 available~~—2 left!)

Connect your product directly to hands-on learning and making.

The NYF Community Workshops will offer joyous, large-scale, hands-on making experiences led by Park Williams, Paige Sato, and Toni Lipsey. Sponsors will have the opportunity to put their products directly into attendees' hands as they learn new skills, try new techniques, and create together throughout NYF.

Benefits:

- NYF Instagram mention and tag tied to workshop
- Logo and name on NYF website sponsor page
- Logo and name on workshop signage and applicable class materials
- Product featured and used during the workshop
- Product/company name included in the workshop description
- Sponsor recognition in the NYF event program/schedule

*Product support based on workshop needs and subject to approval.



New!

NYF AT HOME

$1,000 (5 available)

Bring the creativity, connection, and joy of NYF to makers everywhere.

NYF at Home brings the spirit of Nash Yarn Fest beyond the Fairgrounds with a special recorded program featuring Clara Parkes, the NYF Fashion Show, and a hands-on stashbusting workshop with Park Williams. The Presenting Sponsor will receive prominent recognition throughout while helping bring NYF to makers everywhere.

Benefits:

- Exclusive recognition as “NYF at Home presented by [Sponsors]”
- Verbal sponsor recognition during the program
- Sponsor logo incorporated into the opening and closing of the recorded NYF at Home program
- Sponsor recognition on applicable NYF at Home program graphics and materials
- Logo and name on NYF website sponsor page
- NYF Instagram mention and tag
- Sponsor recognition in NYF at Home promotional emails
- Opportunity to provide a pre-recorded short branded welcome message for inclusion in the program



New!

NYF AT HOME BOX YARN OR PRODUCT SPONSOR

$250 + Products (5 available)

Put your product directly into the hands of NYF at Home makers.

The NYF at Home Box brings a little piece of Nash Yarn Fest directly to attendees. Product Sponsors will have the opportunity to introduce their yarn, tools, notions, or other maker-friendly products to NYF at Home participants through a curated selection included in our boxes.

Benefits:

- Product included in NYF at Home Boxes
- Brand recognition as an NYF at Home Box Product Sponsor
- Logo and name on NYF website sponsor page
- Recognition on an insert/card included in all 500 boxes
- Tag/mention in applicable NYF at Home social media coverage
- Opportunity to provide a special offer or discount code for box recipients



New!

I'M A FAN OF NASH YARN FEST

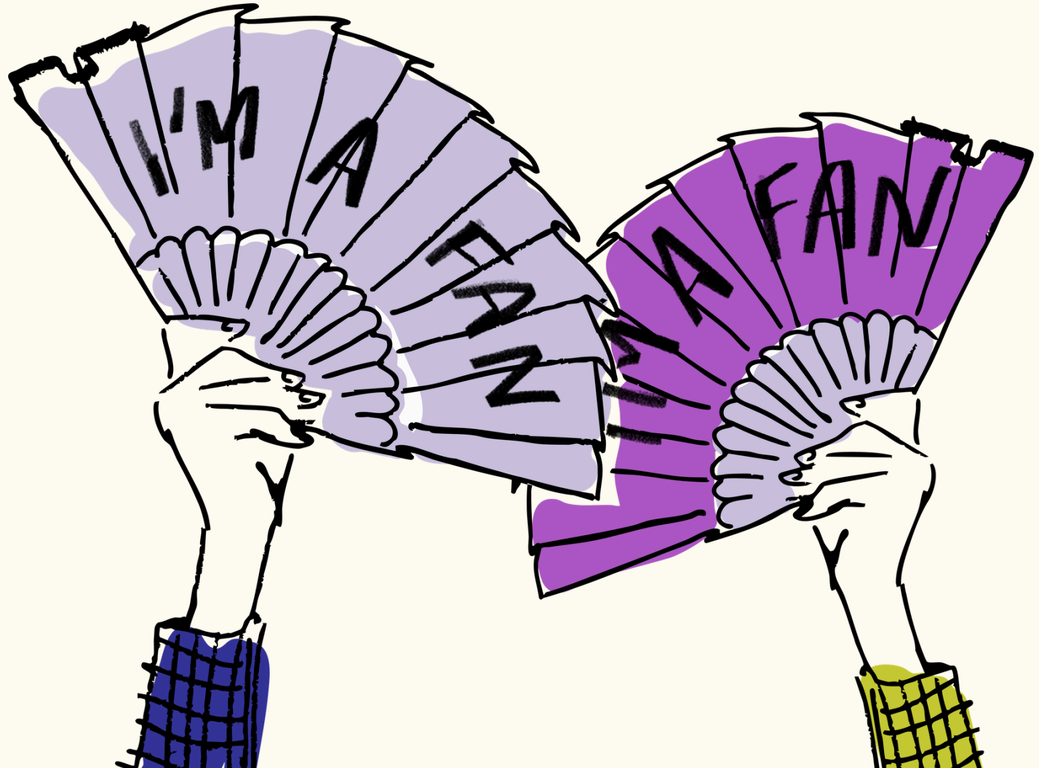
$1,000 (2 available)

Put your brand in attendees' hands with one of NYF's most fun festival giveaways.

Your logo will be prominently featured on one full side of the official Nash Yarn Fest folded, clack fan, giving your brand high visibility throughout the festival and on a fun keepsake attendees can take home.

Benefits:

- Exclusive logo placement on one side of the official NYF clack fan
- Recognition as an official "I'm a FAN of Nash Yarn Fest" Sponsor
- Logo and name on NYF website sponsor page
- NYF Instagram mention and tag





New!

VENDOR BREAKFAST SPONSOR

$500 (2 available)

Coffee's on you - keep our vendors caffeinated and happy.

Each morning, the NYF Breakfast Cart will make its way through the marketplace, delivering coffee and breakfast treats directly to our vendors; a delightful way to start the day and keep our vendor community fueled for a busy day at Nash Yarn Fest.

Benefits:

- "NYF Vendor Breakfast presented by [Sponsor]" recognition
- Logo on breakfast cart signage and sponsor webpage
- Recognition in vendor communications
- NYF Instagram mention and tag



NYF SUPPORTING SPONSORS

A simple way to support Nash Yarn Fest and put your brand in front of the NYF community.

Supporting sponsors help make the full Nash Yarn Fest weekend possible, supporting the gathering, creativity, and connection that make NYF such a special experience for makers, vendors, and fiber lovers.

AIR DANCER SPONSOR—$750

- Logo and name on NYF website sponsor page
- Logo/name on applicable on-site sponsor signage
- One NYF Instagram mention and tag
- 5x10 premium ad placement in the NYF Bulletin
- Recognition as Bulletin placement sponsor
- One NYF social media mention/tag

ATLAS SPONSOR—$500

- 5x5 ad in the NYF bulletin
- Logo and name on NYF website sponsor page
- Logo/name on applicable on-site sponsor signage
- One NYF Instagram mention and tag

JANE SPONSOR—$250

- 3x4 ad in the printed and digital
- Logo and name on NYF website sponsor page
- Group recognition on applicable sponsor materials

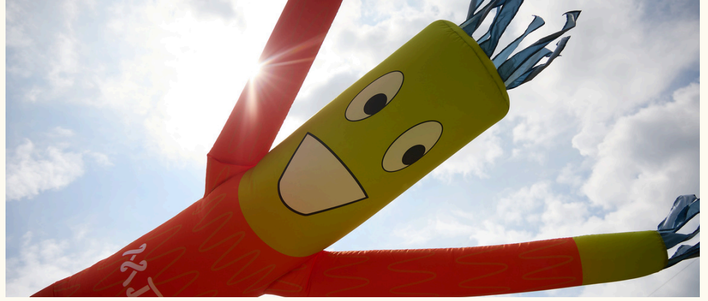


BE A PART OF THE HEART OF NYF

Good yarn, great people, and a whole lot of fun.

Please contact libby@moderndailyknitting.com for more information.


est. MDK 2024
SOCIETY
WELCOME!





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Ann Kay