

August 28-30, 2026

Irving Convention Center

2026 Sponsorship

DFW
FIBER
FEST



DFWFIBERFEST.ORG

IRVING CONVENTION CENTER

DFW FIBER FEST

AUGUST 28-30

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Sponsorship

DFW Fiber Fest is excited to showcase the passion and creativity of the fiber arts community.

As a Nonprofit community event, our Sponsors are a critical part of the DFW Fiber Fest Mission to Protect, Preserve, Promote, and Perpetuate the Fiber Arts in North Texas and beyond.

As a sponsor, at any level, you will gain valuable exposure to fiber artists while supporting the preservation of our cherished traditions. We offer a range of sponsorship opportunities for every budget.

DFW Fiber Fest looks forward to partnering with you to promote, encourage, and celebrate the fiber arts at this year's DFW Fiber Fest! We are incredibly grateful for our enthusiastic and vibrant fiber arts community, and all of those who partner with us.



The Bags!

Contribute Items for the Student Bags

DFW Fiber Fest student bags are legendary!

Students not only enjoy a weekend packed with classes and activities but also receive a fantastic event bag to take home.

These exclusive bags are filled with treasures that bring smiles to students' faces. Inside, they'll find the DFW Fiber Fest Market brochure, vendor coupons, and a variety of goodies donated by vendors, sponsors, and advertisers. Past inclusions range from yarn to measuring tools, to flyers about your upcoming events and discount codes to draw students to your booth or website.

The excitement is contagious as students unearth the surprises in their bags!

Any Vendor, Sponsor, or Community group is welcome to send a contribution for inclusion in the student bags. There is no fee associated with this.

All bag contributions must be received by
Monday, August 17, 2026.

Items may be sent to:

DFW Fiber Fest
4251 FM2181
Suite 230-352
Corinth Tx 76210

or Contact **Sponsorships@dfwfiberfest.org** to make alternate arrangements

Learn-To Knit & Learn-To Crochet Classes

DFW Fiber Fest is proud to offer
Learn-To Knit and Learn-To Crochet classes
free of charge for new crafters.

This year, we will offer nine classes each for knitting and crochet. Classes will run the same days that the Market is open, and will accommodate 12-15 students per class.

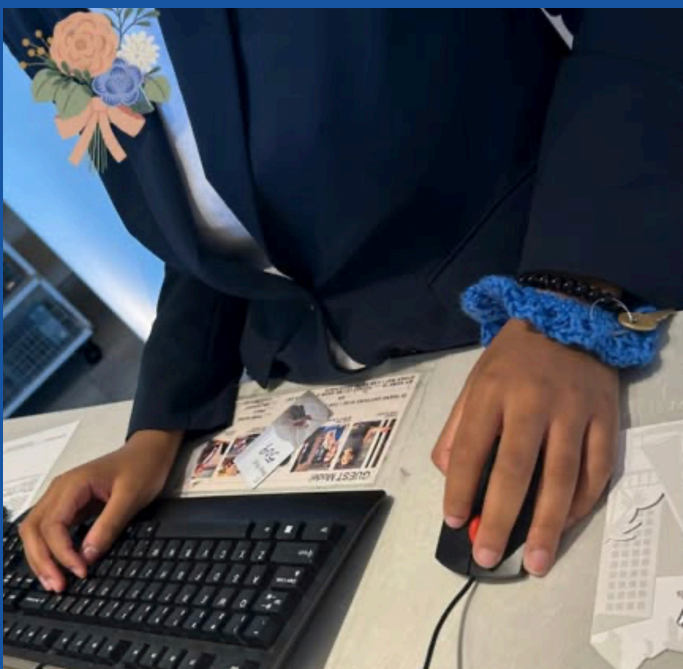
Each student will receive yarn, needles or hooks, and a project bag donated by sponsors.

By sponsoring the Learn-To classes, you will encourage the love of fiber arts and begin building brand loyalty with eager new students from the start.

Your support will help cover instructor costs, equipment, and materials, ensuring students receive the highest quality instruction and supplies.

Learn-To Sponsorship - \$500 (2 available) includes:

- Half-page ad in the Market Showbook
- Logo on Classroom Poster and Classroom Maps
- Logo and link on all Website and Social Media promotion of the Learn-To classes
- Logo placement on the Learn-To page in the Market Showbook

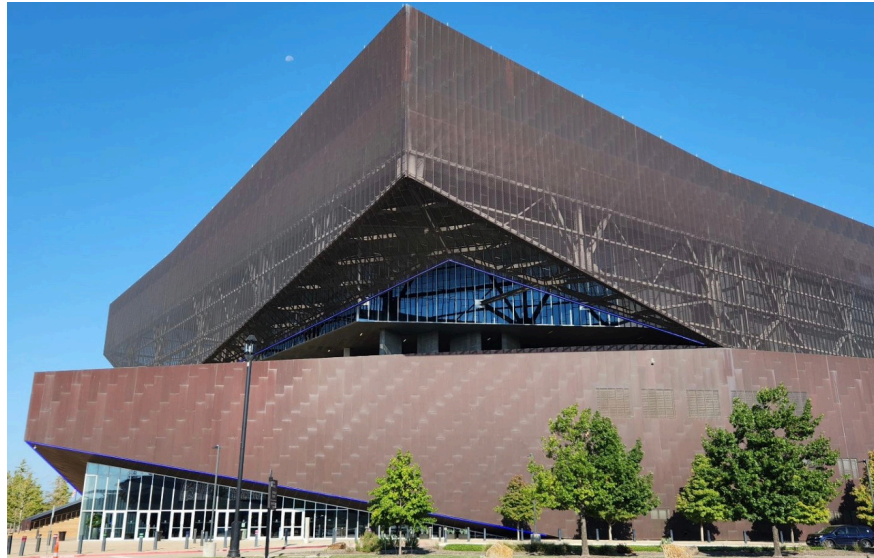


"In 2023, when I went to check out of our event hotel, the woman helping me proudly showed me the wristlet her keys are attached to. It was her very first Finished Object from the free Learn-to Crochet class sponsored by our good friend Jenn of Tiny Tyrant Designs and taught by child-of-mine Abigail Ratliff.

In 2024, we bumped into one another in the Market, and she excitedly showed me the garments she crocheted for herself.

As a president, as a mom, as a member of this community who has great joy in connecting people and resources, it doesn't get much better than this." -Allison Ratliff

Sponsor Free Parking at DFW Fiber Fest



Make a Meaningful Impact

At DFW Fiber Fest, we are committed to making our event as welcoming and accessible as possible. One way we do this is by covering the cost of parking for all attendees, eliminating the standard \$15 fee that could be a barrier to participation. By sponsoring Free Parking, your company will directly support our mission of inclusivity, ensuring that both new and experienced crafters can attend without extra costs.

This premier sponsorship opportunity allows your brand to be seen as a champion of accessibility and community in the fiber arts world.

Align with DFW Fiber Fest and leave a lasting impression on thousands of passionate crafters.

Contact us today to secure your sponsorship!

Parking Sponsorship \$5,000

Includes:

- Full-page, inside front cover showbook ad,maximizing visibility among attendees
- Logo on Student Bags
- 4 VIP tickets for the Friday Night Event
- Top billing for the Saturday Night Industry Mixer, positioning your brand as a key supporter of the fiber arts community with other industry leaders and artists
- Logo placement on all printed materials, reinforcing brand recognition throughout the event
- Website click-through, driving traffic to your business
- Comprehensive social media package, reaching thousands of engaged fiber arts enthusiasts nationwide
- Feather signage at the entry doors, ensuring high-visibility branding as attendees arrive
- Retractable signage at Registration, in the Market, and on the Classroom Floor, giving your company exposure, and honoring your commitment to the Fiber Arts throughout the venue.

Classroom Sponsorship



DFW Fiber Fest offers this exclusive opportunity for event sponsors, vendors, designers and patrons to highlight their brand or celebrate their craft.

With 19 classrooms available, there is ample opportunity to reach your audience, support your community and gain valuable exposure.

As a sponsor, you will receive a full color Poster prominently displayed at your chosen classroom with your graphics, company, logo, or message. This poster will be on display for up to seven classes, for the entirety of the Event, giving you prime placement in front of students.

Your support will help cover classroom equipment, ensuring students receive the highest quality instruction and supplies.

This is an excellent opportunity to promote your brand and connect with the fiber arts community at DFW Fiber Fest. Don't miss out on making a lasting impression!

To view the teachers and their assigned classrooms, please refer to the Class Planning Sheet.

Classroom Sponsorship \$100- 25 Available

- Poster at sponsored classroom door, and Logo on the Classroom Maps
- Inclusion on the Sponsor Thanks page of the Showbook
- Website and Social Media promotion



Meet-Up Areas

The Meet-up Areas during DFW Fiber Fest are a hub of connection and creativity.

Throughout the weekend, these spaces host gatherings organized by shops, guilds, local and online groups, influencers, Discord and Patreon communities.

There are three Meet-up Areas available, providing ample space for conversation and collaboration.

This is an exclusive opportunity to align your brand with one of the most dynamic and engaging areas of the event. Don't miss the chance to be part of these meaningful conversations—secure your sponsorship today!

Meet-Up Area Sponsorship \$1,000 (Two Atrium, One 4th Floor Lounge)

- Full-page ad in the Market Showbook
- Logo on Student Bags
- Logo on Market signage and Meet-up Area Specific Signage
- Website promotion
- Social Media Sponsorship Package



Support Hands-On Creativity at the Heart of DFW Fiber Fest – The Fiberatory

The Liz Grigorian Presidential Fiberatory is an exciting, evolving concept area located in the bustling Market of DFW Fiber Fest.

The Fiberatory is a hands-on hub designed to inspire, educate, and connect our fiber arts community through interactive experiences and engaging demonstrations.

What Happens in the Fiberatory?

- **Demonstrations & Presentations:** Scheduled sessions led by vendors, subject matter experts, and community groups, showcasing techniques, products, and trends in the fiber arts
- **Interactive Experiences:** Attendees can try new tools, explore fiber arts techniques, and engage directly with presenters and brands
- **Yarn Speed Dating:** A festival favorite! Attendees can sample yarns from various vendors, encouraging purchases throughout the event

Live Online promotion throughout the event by our 2026 Social Media Affiliates (to be announced).

Why Sponsor the Fiberatory?

- Brand Visibility: Your logo and branding will feature prominently in the Fiberatory area, on signage, and in our promotional materials
- Interact with thousands of fiber enthusiasts by offering demonstrations, sampling opportunities, and hands-on experiences
- Showcase your brand's products with prime placement in the space
- Your sponsorship includes branding in the DFW Fiber Fest Showbook, website, social media campaigns, and other promotional outlets

\$1,500 Fiberatory Sponsorship includes:

- Full Page ad in the Event Showbook
- Logo on sponsor area banners (two elevated teardrop or retractable signs visible from all angles of the 48,000 sq ft Market)
- Logo on Student Bags
- Primary Logo placement on the Fiberatory page in the Showbook, and every place the Fiberatory appears in DFW Fiber Fest Advertising online and in print



Courtyards and Tables



The Market features strategically placed courtyards with tables designed to accommodate various mobility needs and encourage attendees to gather throughout the event.

Four Central Courtyards

Located in the central corridor ideal for sitting with friends or resting up for more shopping!

Four Outer Courtyards

Around the perimeter of the market (with 2 tables each, which can be sponsored individually, or in pairs)

As a Courtyard Sponsor, you can promote your brand with custom decor and "table scatter" items specific to your business. Your sponsorship will be listed in the DFW Fiber Fest map, brochure, and on signage throughout the Market, increasing brand visibility and exposure to attendees.

This is a fantastic opportunity to position your brand in front of a captive audience of passionate fiber artists.

Central Courtyard Sponsorship - \$1,000

Full-page ad inside the Market Showbook

Logo on Student Bags

Logo on Market Signage

Website promotion

Social Media Sponsorship Package

Outer Courtyard Sponsorship - \$750

Half-page ad inside the Market Showbook

Logo on Market Signage

Website promotion

Social Media Sponsorship Package

Single Table Sponsorship - \$200

Website Promotion

Social Media Sponsorship Package



2026 DFW Fiber Fest Bigger Better Bingo Bash!

Movin' On Up! DFW Fiber Fest Bingo Night Now in the Grand Ballroom

We're taking Bingo Night to new heights—literally! This year, DFW Fiber Fest Bingo Night is moving to the Grand Ballroom on the top floor of the Irving Convention Center, and it's shaping up to be one of the most joyful, high-energy social events of the weekend.

For sponsors, Bingo Night offers a unique chance to be part of a memorable, feel-good experience. Sponsorship dollars go directly toward exciting prizes, snacks, and thoughtful touches that turn a simple game into a must-attend event.

Your support helps keep Bingo accessible, inclusive, and fun while putting your name front and center during one of the most social, talked-about gatherings of the festival.

If you're looking to support DFW Fiber Fest in a way that creates real connection, visible impact, and genuine joy, Bingo Night is the place to do it. Let's move on up—and make it unforgettable together.

Sponsorship Opportunities

Maximize your brand exposure and connect directly with fiber enthusiasts in a high-energy event.

All sponsorship levels include:

- Logo placement on the event banner
- Clickable logo on our website

Platinum - \$1,500

- Logo on Student Bags & ticket lanyards
- Tickets for your team
- Logo placement on the student goodie bag (single color)
- Full Page Ad in the Showbook

Gold - \$1,000

- Logo on Student Bags & ticket lanyards
- Two tickets to the Friday Night Event
- Full Page Ad in the Showbook

Silver - \$500

- Logo on ticket lanyards
- Two tickets to the Friday Night Event

Bronze - \$250

- Logo on ticket lanyards
- One ticket to the Friday Night Event

Market Showbook Advertising

The Market Showbook will be distributed to all DFW Fiber Fest Students, and Market Attendees.

The Showbook contains the Market Map, Facility Map, Classroom Schedule and Map, Event Schedule, Advertising and Coupons.

Showcase your brand with a standalone Ad, a sponsorship, or both!

Full Page - 8"x 5"	\$350
Half Page - 4"x 5"	\$175
Quarter Page - 2"x 5" or 2.5"x 4"	\$85
Guild Special half page - 4"x 5"	\$75



SPONSORSHIPS

Parking	\$5,000
Learn-To Knit	\$500
Learn-To Crochet	\$500
Individual Classroom	\$100
Fiberatory Sponsorship	\$1,500
Central Courtyard	\$1,000
Outer Courtyard	\$750
Single Table	\$200
Meet-Up Area	\$1,000
Bingo Night	
Platinum	\$1,500
Gold	\$1,000
Silver	\$500
Bronze	\$250

ADVERTISING

Full Page (8"x 5")	\$350
Half Page (4"x 5")	\$175
Quarter Page (2"x 5" or 2.25"x 4")	\$85
Guild Special half page (4"x 5")	\$75

