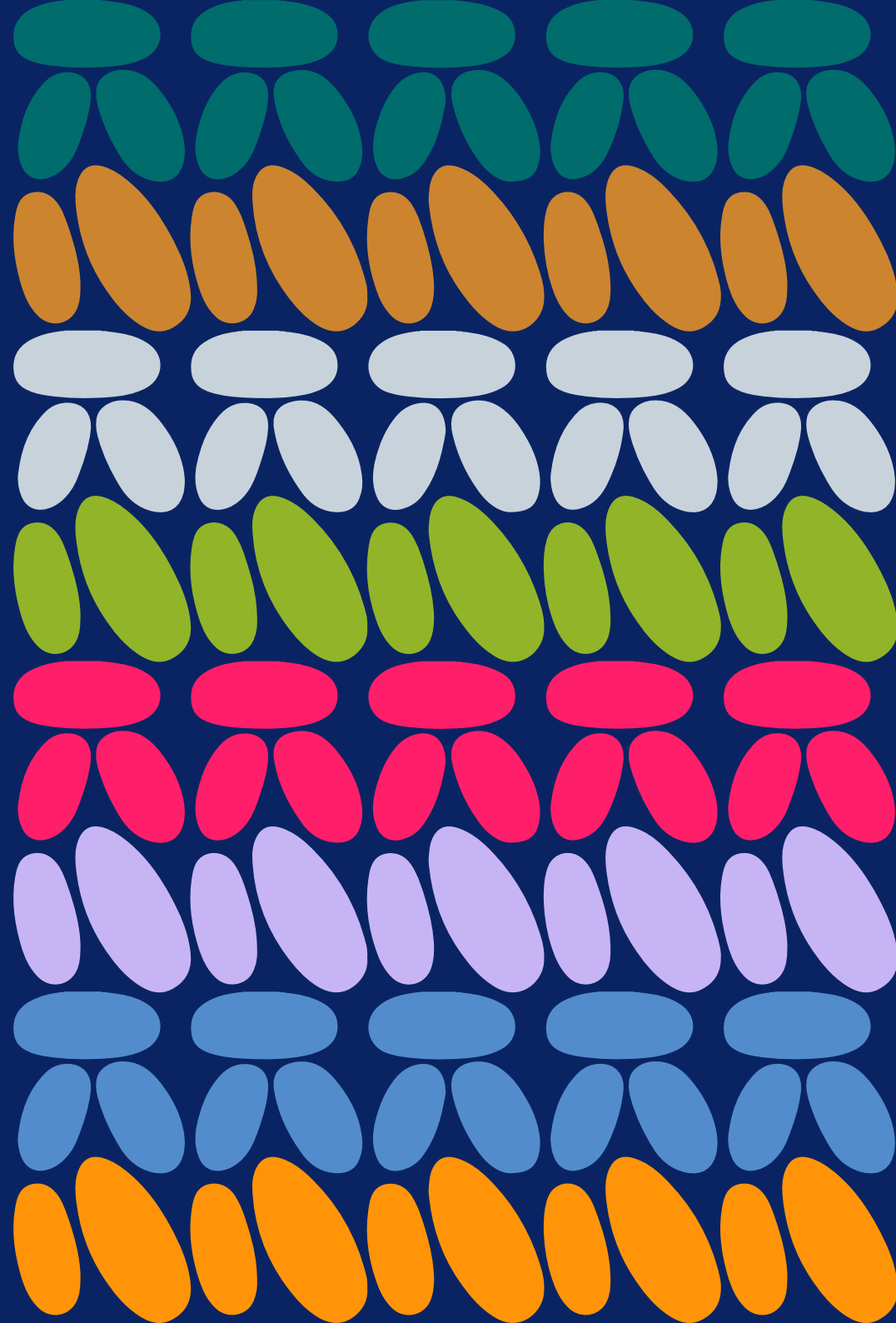




# Sponsorship Prospectus

National Conference 2023  
1-3 June 2023 | Sydney





# About Crochet Guild Australia

## Learn | Create | Inspire | Connect | Teach

Crochet Guild Australia is an incorporated not-for-profit established in late 2019 by a core group of passionate crochet enthusiasts and a foundation membership of over 1000 Australians with a shared vision of helping crocheters connect, educate and share knowledge about this beautiful, creative, addictive and traditional craft.

In a few short years, Crochet Guild Australia has created a centralised crochet community resource to provide education, inspiration and teaching tools targeted at crochet enthusiasts, whether hobbyist or professional. The Guild has a wide range of internal and external communication channels with a large following on Facebook and member-specific communications, including:

- Regular member "show and share" zoom meet-ups
- Monthly interviews with international high-profile crochet designers
- Quarterly Digital Newsletters – packed with yarn promotions, discount codes, interviews with designers and guild members
- Social media presence, including Facebook Community Group and Instagram
- Website with public and "Members Only" content
- Website calendar promoting local crochet and yarn events
- Regular email communications to members promoting events and discounts

Following the Conference, the Guild will launch local Chapters, allowing local members to meet in person for the first time. This new initiative follows the ending of Covid Safe procedures across the country.

# National Crochet Conference 2023

Crochet Guild Australia aims to hold a National Conference annually. The 2023 Conference will be held between 1-3 June 2023 at the Wesley Conference Centre, Pitt Street, located in Sydney's CBD.

We expect over 4,000 highly engaged visitors to attend our 2023 National Crochet Conference.

The Conference will provide three days of inspiration and entertainment for Australian crafters. Our event will include workshops, presentations and



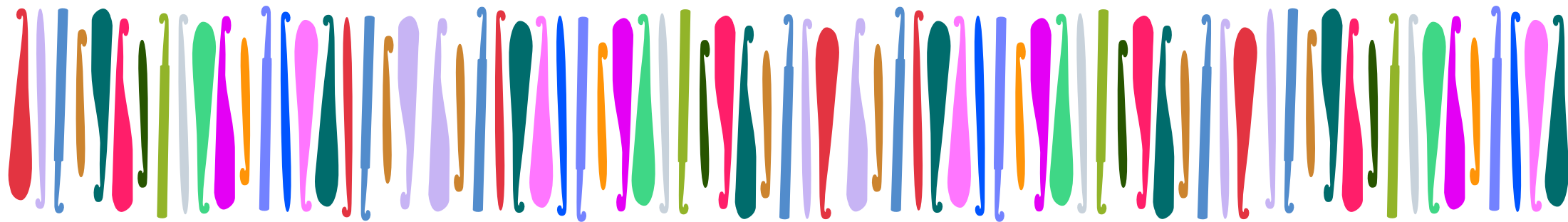
networking events. A highlight of this year's Conference is a Boutique Yarn Market and Specialist Displays open to all attendees.

The following pages outline details of the event and sponsorship opportunities available.

As a Sponsor, your brand will receive significant exposure to Australia's crochet community, and you will have the opportunity to create an ongoing relationship with your target market throughout the promotion of the Conference.

For a confidential discussion on how your business can participate in this unique event platform, please contact: **Samantha MacNally**  
Chair of Conference Committee  
[conference@crochetguildaustralia.org.au](mailto:conference@crochetguildaustralia.org.au)





# Event Schedule

## Daily General Program 1–3 June 2023

A \$35 pre-purchased admission ticket enables full access to General Presentations and Boutique Yarn Market.

### General Presentations & Lecture Program

A daily program from 9am to 5pm of presentations from crochet professionals, yarn experts, and allied interests to be delivered live and in-person at the 840-seat theatrette.

You can view an example of the daily schedule [here](#).

### Boutique Yarn Market & Specialist Display

Exclusive and bespoke yarn market especially for indie yarn dyers, yarn and crochet retailers to sell and showcase their wares for the entire duration of the Conference.

Spaces are available. Contact us to book.

## Workshop Program

Each day, up to six break-out rooms will hold 3-hour workshops hosted by national and international teachers who are specialists in their fields.

Workshops will be ticketed separately and include the price of entry to the Conference for the day of the workshop.

You can view the workshop schedule [here](#).

## Social Activities

Throughout the Conference, attendees will have the opportunity to join a series of ticketed social events:

**Daily** – Breakfast

**1 June** – Evening Welcome Drinks

**2 June** – Gala Dinner & Fashion Parade

**3 June** – VIVID Sydney Harbour Cruise



# Workshop Program

We have organised some of the world's best crochet designers and teachers to host workshops throughout our conference. For a complete list of workshops, please visit our [website](#).

Dedri Uys – Dive into Sophie's Universe or pick up a few new stitches with one of the six workshops hosted by Dedri.

Shelley Husband – Spend a full or half day with Shelley and learn how to break the rules and add 'flair' to traditional crochet.

Jenny King – Get Squared and take the next step in your garment-making with one of Jenny's helpful workshops.

Susan Walsh – Join Susan as she provides tips and tricks for getting the best fit for your garments.

Abbeymade – Learn all about Tunisian crochet with one of two workshops hosted by Abbey of Abbeymade.

Petra Creutziger – Join Petra, a CGA executive member, as she demystifies her popular Wrapped in Jamie pattern.

Jill Rakish – Make a beaded lampshade or hexagon blanket in one of Jill's workshops.

Deanne Ramsay – Keep your feet warm with comfortable crochet socks at this workshop.

Vicky Ledwy – Take the guesswork out of planned pooling with Vicky, CGA Secretary, using yarns available in Australia.

Erinna Lee – Be introduced to the Japanese art of Amigurumi and make soft toys.

Lyndall Reeve – Take your basic crochet skills up a level as Lyndall shows you the tips and tricks for a more professional finish.

Lynley Buckley – Learn how to make your doily and crochet lace pop in a unique workshop hosted by CGA's President Lynley Buckley.

Carolynne Cannon – Be introduced to mosaic crochet with a CGA executive member.



# Sponsorships

## Gala Dinner

### Gala Dinner Sponsor

The main highlight of our Conference is the Gala Dinner held on Friday 2 June. This event will feature an extravaganza of crochet garments and homewares designed or created by our Guild members.

We are seeking a major brand to sponsor this event. Please get in touch with us for a confidential discussion on how your business can secure this unique opportunity.

## Breakfast Events

### \$1,500 – 3 available

We are seeking three organisations to sponsor our daily breakfast events. Breakfast will be pre-ticketed and free to Conference attendees. Your organisation will have time during breakfast to present your brand.

## Market Stalls

### \$750/Extra Large Stall – 1 available

### \$295/Regular Stall – 30 available

Our Boutique Yarn Market is ideal for yarn brands looking to showcase an extensive range of stock.

A single premier booth approximately 10m x 4m is available to showcase an extensive range of stock. Alternatively a number of 3m x 3m booths are flexible for your brand's requirements.

## Sponsorship of Awards

### \$500 – 5 available

During our Harbour Cruise event at the end of the Conference, we will present five awards for crochet achievement and excellence for attendees.

Sponsorship amounts will be cash donations and be awarded directly to recipients for their achievement.

## Speaking & Presentation

### \$300 – 9 available

Our daily program includes dedicated blocks of time for relevant businesses to present to attendees. Each sponsor can structure this time to suit your commercial goals and objectives.

## Product

### Products to be donated or gifted

We are also seeking yarn supplies and crochet tools to be used as gifts for attendees and Guild members who contribute to the Gala Dinner, art displays and exhibits.

**To learn more about the National Crochet Conference and how we can feature your brand. Please contact:**

Samantha MacNally

Chair of Conference Committee

[conference@crochetguildaustralia.org.au](mailto:conference@crochetguildaustralia.org.au)