

# **DETROIT URBAN CRAFT FAIR 2021 OPENING NIGHT OPPORTUNITIES**

Detroit Urban Craft Fair debuted in 2006, making its mark quickly as Michigan's first indie craft fair, & one of the best to attend in the Midwest. DUCF is now in its 16<sup>th</sup> year, and we will be proudly showcasing over 100 juried crafters, artists & makers, and a select number of sponsors Dec 3<sup>rd</sup>-5<sup>th</sup> in the historic Masonic Temple in Detroit, with an expected attendance of 10,000.

Friday night is our opening night, and it is a special evening. We host 1,000 of our most enthusiastic shoppers, who are passionate about shopping local, supporting artists & makers, and making more of a connection with our vendors. Admission is \$10 on Fridays (\$2 on Saturday and Sunday) with half of the proceeds being donated to a charity of our choice. For that higher admission price, our guests are able to not only shop first – they also get to participate in special hands-on activities and enjoy free samples from many of our makers and a small number of special Friday night only vendors.

## **HANDMADE DETROIT**

Handmade Detroit is an arts and crafts group in metro Detroit. Formed in 2005, the group annually produces DUCF and runs a website featuring upcoming craft classes, show information, and general crafty news to its readers. Handmade Detroit is committed to promoting local makers, the craft community, and opportunities for building both skills and sales in Metro Detroit.

## **GET TO KNOW US ONLINE**

### **Handmade Detroit**

- Website <http://handmadedetroit.com>
- Facebook <http://facebook.com/handmadedetroit>  
- 11,700+ likes
- Twitter <http://twitter.com/handmadedetroit>  
- 13,700+ followers
- Instagram [http://instagram.com/handmade\\_detroit](http://instagram.com/handmade_detroit)  
- 10,000+ followers

## **Detroit Urban Craft Fair**

- Website <http://detroiturbancraftfair.com>
- Facebook <http://facebook.com/detroiturbancraftfair>
  - 7,200+ likes

## **FRIDAY NIGHT DUCF 2021**

We welcome all ideas for Friday night inquiries. The following levels are guidelines to which we're happy to discuss and find the right fit for your organization, brand or product - we're more than happy to create a custom option based on your needs and ideas.

### **SUPER FRIDAY: \$250**

- On-site booth at DUCF for selling your items
- Blog post about your business on HandmadeDetroit.com
- 3 Social Media/ Media shout-outs
- Product/handout inclusion in vendor/shopper gift bags

### **FRIDAY FRIEND: \$100**

- On-site booth at DUCF for selling your items
- Host a hands-on activity or give out free samples as well (you provide all materials for activity/all samples)
- 3 Social Media/ Media shout-outs
- Product/handout inclusion in vendor/shopper gift bags

### **FREE FRIDAY: \$0**

- Host a hands on activity or give out free samples for promotion of your business, with no sales permitted. You provide all materials for activity/all samples.

Thank you so much for taking the time to learn more about supporting Friday night of DUCF '19. We can't wait to hear from you.

## **FRIDAY NIGHT OPPORTUNITIES CONTACT**

**Carey Gustafson 248-752-7627**

**Carey@handmadedetroit.com**