

LONDON CRAFTWEEK

Commercial Partner
Opportunities

9–15
MAY 2022

A Journey of Discovery

London Craft Week is a city wide festival celebrating exceptional craftsmanship and creativity from around the world. A unique cultural and commercial platform, London Craft Week attracts 115,000 visitors to a rich and varied programme of over 380 events across the capital each year.

The festival encourages visitors to discover hidden workshops, independent makers, heritage craftsmen, alongside great luxury houses, famous artists and designers, leading department stores, national museums and contemporary galleries.

London Craft Week tells the stories behind some of the world's most beautiful objects the material, the maker, the process and the inspiration. Unsung hero makers, artists and brands are celebrated alongside world famous names.



dunhill, *Open House*, 2020
Dan Weill Photography



Engaging

Our curated programme of digital and physical events brings together discerning consumers with makers, designers, brands and galleries creating a unique opportunity to build engagement and sales.

We work closely with partners to shape persuasive activations, connecting them with new and existing customers.

Commercial Partnerships offer an opportunity to align with the best craftspeople and creatives in the world and to reach a large, affluent and discerning audience.

We would like to invite you to be a part of this exciting event.

Opportunity

“The huge success of London Craft Week, with craftspeople from all over the world exhibiting their work here in the capital, shows once again that London is open to business and culture more than ever before. It provides a wonderful platform for those taking part to showcase their skills, and a great opportunity for the public to try something different.”

The Mayor of London
Sadiq Khan



Pantechnicon, Koji Workshop & Sake Tasting, 2020
Dan Weill Photography

Facts & Figures

7

Days

580

Events

51

Countries

241

Partners

A Highly Discerning Audience

115,000

Visitors attend four events over two days on average: ‘to be inspired’ and ‘to learn something new about a maker/ brand’.

The Chance to Tell Your Story

93%

Of visitors better understand the lasting value of luxury brand products after seeing the craft skill involved in making them.

Embracing True Quality

87%

Of visitors are more likely to buy a luxury brand product having seen the authentic craft skills behind its creation.

A Landmark Event in the Calendar

One third

Of visitors do NOT attend any other comparable event in the UK.

95%

Of visitors agreed they were likely to return to the venue/ galleries/ shops/ studios they discovered.

Over 124, 446

sessions on londoncraftweek.com



72k

Social Media Following

56k

Instagram Followers

18,200

Is the number of times LCW’s hashtags were used in 2020

19,000

Monthly newsletter subscribers

57%

Of visitors live in London, 30% live in the UK outside of London and 13% live internationally

64%

Of attendees from the previous year have looked at participating brands online

65%

Of visitors received the LCW Guide

£54.2m

The approximate total spend of consumers at London Craft Week

Over 1/3

Of visitors discovered new brands

4,000

Members of our VIP list including cultural influencers & HNWIs



Savile Row, Rémy Martin; *Behind the Scenes on Savile Row*, 2020
Dan Weill Photography

Creative Opportunities

We work collaboratively with our commercial partners to develop effective packages that engage consumers and press. These are just some of the ways that we can bring your partnership to life during the festival:

Exhibition sponsorship

Curated pop ups

Country Pavilions

Street level interventions

In store demonstrations

Support of key festival destinations and areas

Sampling opportunities

Sponsored itineraries and themed trails

Tours and tastings

Branded wayfinding

Digital content including live streams and microsites

Social media outreach to our community of 70,000+

Sponsored editorial and newsletters

Website sponsorship

Receptions and parties

Sponsorship Benefits

London Craft Week will work closely with you to develop a package of benefits that reflect your business objectives and level of involvement.

Creative consultancy to support the development of effective activations and associated marcomms

Event Listings in the London Craft Week Guide and on the LCW website

Sponsor credits across the marketing and communications campaign

Advertising in the Guide, on banner adverts on the LCW homepage and in Newsletters

Social Media, Newsletters and Blog inclusion

Complimentary tickets and guides for client and staff entertainment

PR support

Evaluation data and the opportunity to include questions in market research post event

Opportunity to create B2B events, leveraging the LCW brand to reach key buyers, specifiers and distributors



de Gournay, *In-store events*, 2020
Dan Weill Photography



LOEWE, *Home Scents Discover the Garden Installation*, 2020
Dan Weill Photography

The Packages

London Craft Week offers a range of partnership opportunities. You can associate with the entire festival or focus on specific aspects, for example: key festival destinations; exhibitions and new initiatives; installations in the public realm; thematic content or supporting emerging artist makers.

Prices from £25,000

Headline Sponsor	Lead sponsor with exclusivity for sector and greatest prominence
Associate Sponsor	LCW offers only three Associate partnership positions. Second only to Headline Sponsor and credited above all other commercial partners. – Align with other top-level sponsors – Develop exclusive content with LCW – Enjoy unique access to bespoke VIP events for clients and staff – Enhanced brand integration and elevation
Series Sponsor	Associated with a key district or destination, particularly relevant for landowners, developers, BIDs or companies that wish to: – Amplify placemaking initiatives – Support tenants and residents – Build consumer footfall – Engage local communities
Project Sponsor	Associate with a key piece of festival content, for example an exhibition or installation: – Support a London Craft Week exhibition or installation – Develop exclusive content or extend an LCW project – Entertain clients and acquire new customers – Brand integration and elevation
Bespoke Packages	Scalable and with the opportunity to align with existing content, originate new projects and target specific consumer types

Press

London Craft Week 2020 received significant print and online editorial, plus significant blog and social media coverage. Total print circulation estimated at 1.9m; online monthly views 402m.

National editorial coverage included leading titles with substantial circulation such as The Financial Times How To Spend It, BBC, The Observer, The Evening Standard, House & Garden, Wallpaper*, Dezeen and The World of Interiors.

LCW 2020 was featured on some of the key journalists' and media titles' Instagram stories and feeds including Architectural Digest India, Sunday Times Homes, Sujata Burman (Wallpaper*), Harriet Thorpe (Wallpaper*), Barbara Chandler (Evening Standard) and Alice Fisher (The Guardian).

FINANCIAL TIMES

Wallpaper*

THE WORLD OF
INTERIORS

HOUSE
& GARDEN

AD
ARCHITECTURAL DIGEST

THE SUNDAY TIMES

London
Evening
Standard

The Telegraph

The Observer

The
Guardian

BBC

de
zeen



LOEWE, CASA LOEWE Art Tours, 2020
Dan Weill Photography

2021 Partners

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TEN



ALTAGAMMA
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hca
Heritage Crafts Association

MEDIA PARTNERS



THE ART NEWSPAPER



the
Artling



CERAMIC
REVIEW



COUNTRY & TOWN
HOUSE

Crafts



de
zeen

GENTLEMAN'S JOURNAL



The
Economist
1843



ELLE
DECORATION

londoncraftweek.com

Get in Touch

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in more detail please contact

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London Craft Week, *300 Objects*, 2020
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Thanks

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