

WAYZGOOSE SPONSORSHIP



Wayzgoose is Hamilton Wood Type & Printing Museum's annual conference where print and design experts worldwide gather to share their knowledge with other type, graphic design, and letterpress enthusiasts.

A full program of presentations, workshops, vendor and sponsor displays and social events creates a lively atmosphere for making connections among old friends and new, historians and practitioners, experts and novices.

Attendance for the event averages 300 people. Previous speakers include Matthew Carter, Steven Heller, Debbie Millman, Louise Fili, Jessica Hische, Marian Bantjes, Erik Spiekermann, Charles Spencer Anderson, Susan Skarsgard, and Paula Scher among other renowned keynote speakers. We have had attendees from over 13 countries and the typical participant travels over 100 miles to attend.



"I was so inspired by everything I saw and experienced over the weekend. I loved being in a room with people who love the same things I do. I loved creating art and learning more about the art in the workshop I took. I loved how positive everyone was."

- Wayzgoose Attendee

The Wayzgoose was originally a celebration given by a master printer to his workers to mark the beginning of the season working by candlelight. In later years the celebration was held in summer by employees of a printing establishment. We have maintained this centuries old tradition, keeping Wayzgoose celebrations alive for generations to come.



Thank You 2023 Sponsors!

Title Sponsor: Mark Simonson

Keynote Sponsor: Adobe

Presenter Sponsors: Monotype & The West Foundation

Gold Sponsors: Kohler Foundation, Hoffmitz Milken Center for Typography, Archetype Press, Partners in Print, The Amalgamated Coloured Printers Association (ACPA), & Bijou Type

Silver Sponsors: Rotary of Two Rivers, Clocktower Advisors, Mohawk Fine Paper, Virgin Wood Type, TYPECO, Moore Wood Type, DRY Inc., Still Bend/ The Bernard Schwartz House, & Tribune Showprint

WHAT CAN WAYZGOOSE DO FOR YOUR BRAND?

Wayzgoose gives your brand a new way to engage an audience passionate about graphic design, type, and letterpress printing. Combining traditional type conference and printer gatherings, the conference takes place at the crossroads of both art forms as a force for design excellence and creativity. Since 2009, Wayzgoose has been a networking hub for thousands of attendees who work in letterpress printing, type, paper making, book arts, wood engraving, calligraphy, printmaking, graphic design, and printing history.

Founded in 1880, Hamilton Manufacturing Co. was the largest manufacturer of wood type in the world. The museum grew out of this great legacy and is one of the most active and recognized printing museums in the U.S. We provide year-round workshops, tours, and revivals of wood type in digital form.

Today we celebrate the long history of both the Wayzgoose collaboration and Hamilton as a leader in wood type and letterpress. Your sponsorship helps to ensure these traditions and Hamilton's history stays alive for future printers and designers.

To learn more

Peter Crabbe
Administrative Executive Director
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(920) 794-6272

The sponsorship packages below are relevant to the 2024 Wayzgoose event, and may be subject to change in subsequent events.

Wayzgoose 2024

"[I loved] The sense of community, the perspective and personal and business stories regarding different people's print journeys, and the informative type histories..."

- Wayzgoose Attendee



The sponsor benefits were quite generous and valuable to us.

- Wayzgoose Sponsor

SPONSORSHIP PACKAGES	SILVER \$500	GOLD \$1000	PLATINUM \$2500	PRESENTER \$5000	WORKSHOP \$10000	KEYNOTE \$15000	TITLE \$30000
Free Admission(s) to Wayzgoose (Workshops are extra)	1	2	3	4	5	6	8
Opportunity to have items in Wayzgoose SWAG bags (300 bags deadline 10/11/2024)	✓	✓	✓	✓	✓	✓	✓
Opportunity to donate prizes to Type Quiz Event at Wayzgoose (Deadline 10/11/2024)	✓	✓	✓	✓	✓	✓	✓
Recognition on HWT&PM Social Media: Facebook & Instagram	✓	✓	✓	✓	✓	✓	✓
Recognition at Wayzgoose as part of presentation	✓	✓	✓	✓	✓	✓	✓
Sponsor/Vendor table at Wayzgoose (Reserve table by 10/11/2024)	1/2 TABLE	1/2 TABLE	1 TABLE	1 TABLE	1 TABLE	1 TABLE	1 TABLE
Ad in Wayzgoose Program Guide (Deadline 9/25/2024)				1/8 PAGE	1/4 PAGE	1/2 PAGE	1 PAGE
Recognition on Sponsorship page in Wayzgoose Program Guide	TEXT	TEXT	LOGO	LOGO	LOGO	LOGO	LOGO
Recognition on the HWT&PM Wayzgoose Webpage	TEXT	TEXT	LOGO	LOGO	LOGO	LOGO	LOGO
Recognition at event: Signage and Digital Displays	TEXT	TEXT	LOGO	LOGO	LOGO	LOGO	LOGO

EVENT OR PROGRAM: HAMILTON WOOD TYPE & PRINTING MUSEUM WAYZGOOSE**INTENDED SPONSORED DATE(S):** NOVEMBER 1st– 3rd, 2024**EVENT SPONSOR:**

EVENT SPONSOR: _____

PRIMARY CONTACT NAME: _____

PHONE: _____ E-MAIL: _____

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CITY: _____ STATE: _____ ZIP: _____

EVENT SPONSORSHIP LEVELS:

- | | |
|---|--|
| <input type="checkbox"/> TITLE SPONSOR – \$30,000+ | <input type="checkbox"/> PRESENTER SPONSORS – \$5,000+ |
| <input type="checkbox"/> KEYNOTE SPONSOR – \$15,000+ | <input type="checkbox"/> PLATINUM SPONSORS – \$2,500+ |
| <input type="checkbox"/> WORKSHOPS SPONSORS – \$10,000+ | <input type="checkbox"/> GOLD SPONSORS – \$1,000+ |
| | <input type="checkbox"/> SILVER SPONSORS – \$500+ |

SPONSOR DETAILS

Each sponsor will receive the benefits in accordance with the Sponsor Benefit Grid at the level in which they are supporting the conference. The Hamilton Wood Type & Printing Museum (HWT&PM) will provide regular updates leading up to the conference, during the conference and after. HWT&PM is not responsible in the event that the conference is canceled, rescheduled or modified due to natural disaster, unforeseen circumstances or other factors that may require the conference to be canceled or hosted as a virtual event.

HWT&PM will strive to provide an exceptional experience for our sponsors. Please feel free to contact us at any time if you need assistance, have questions or concerns. We welcome your ideas and input as we work to improve each Wayzgoose Conference for our attendees, volunteers, vendors and sponsors.

SPONSOR SIGNATURE & DATE: _____

MUSEUM STAFF SIGNATURE & DATE: _____

EVENT STAFF USE ONLY:BILLING METHOD: PAPER PDF E-INVOICE

BILLING DATE: _____

SPONSOR LOGO RECEIVED: NO YES FORMAT: _____ DATE: _____