

Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

# **Crafts Council**

# **Creative Leaders Circle**

Our vision is for a world  
where craft **connects** us all,  
**strengthening** communities,  
**sparkling** joy, and **building**  
sustainable futures

# Crafts Council

## Introduction

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Our mission is to:

- Connect people with the transformative power of craft
- Build bridges between educators, makers, supporters, and communities that create opportunities
- Drive careers, and strengthen the craft sector in the UK

We are the only organisation that connects the full lifecycle of craft, from first encounters in schools to makers on the global stage, with the credibility, networks, scale, and national voice to make those connections matter.





Crafts Council – Creative Leaders Circle

Image (Left) : Young Craft Citizens (YCC) Winter Make Late. Photo by Faith Rubia  
Images (Right): Tanvi Kant delivering a workshop for Birkenstock. Photo by Nicole M Gomes



# Corporate Membership

## Introduction

As the national voice for craft, we create unique opportunities to connect your brand with the craft community — and the wider creative sector — in meaningful, lasting ways.

Corporate members enjoy exclusive access to Crafts Council events, including Collect art fair, along with the opportunity to support and engage with innovative projects that are helping to shape the future of craft

Join us to demonstrate your commitment to the craft community and to the growth of the UK's creative economy.



Craft has the power  
to transform lives



# Creative Leaders Circle

## Benefits

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### Brand Visibility & Recognition

Be celebrated as a supporter of the UK's national voice for craft, with your brand showcased at the heart of the craft community.

### Meaningful Return on Investment

See real value through increased visibility, deeper audience engagement, and distinctive hospitality experiences that stand out.

### Staff Engagement & Enrichment

Inspire your team with talks, training, and resources on creativity, design thinking, and sustainability — boosting wellbeing and sparking new ideas.

### Champion the Next Generation

Show your commitment to Corporate Social Responsibility (CSR) by directly supporting young makers through Crafts Council education and outreach programmes.

### Host Unforgettable Events

Delight clients, partners, and employees by hosting distinctive events in our Grade II listed Crafts Council Gallery.



# Creative Leaders Circle

Annual fee - £5,000 + VAT



**25**

Collect General  
Admission tickets



**5**

Collect Private  
View tickets



**10**

Tickets for private tour of  
Handling Collection



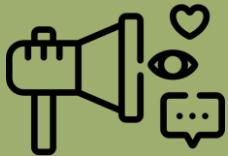
**10%**

Discount for  
gallery hire  
\*T&Cs apply\*



**15**

Craft memberships  
for employees



Membership announcement  
on Crafts Council socials  
\*messaging to be approved\*



Your logo displayed on  
Crafts Council website



Dedicated account  
manager



Crafts Council newsletter  
subscription

We are always open to creating a tailor-made package that matches your objectives and budget so please do get in touch.



Crafts Council – Creative Leaders Circle



Image (Left): Participants at Birkenstock Young Blank Canvas (YBC) workshop at Dray Walk store. Photo by Laura Christou

Image (Right): Imbolc Evening-Halcyon&Friends-101 at Crafts Council Gallery. Photo by Alex Merz



# Audience

## A Global Community of Makers

**Crafts Council** brings together a **global community of makers**, collectors and cultural influencers who are fascinated by the transformative power of creative practices.

Our global audience spans across digital channels, events and membership communities – including Crafts Council's Maker directory, Young Craft Citizens youth collective, and the discerning curators, collectors and academic audience of the art fair Collect.

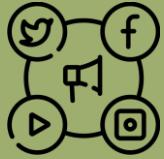
Our audience is **passionate** about culture and craft, is educated and curious, are culturally **engaged** and **connected**.

Our audience has strong values and belief systems, **caring deeply about urgent social issues**. They value knowledge, quality and longevity.



# Crafts Council

## Our Reach



**800K**

total social media reach



**80K**

website monthly views



**53K**

newsletter reach



**95%**

located in the UK



**75%**

aged under 55



**64%**

artists, designers, makers and  
other creative professionals



**45%**

average open rate for  
Crafts Council's Craft  
Stories newsletter

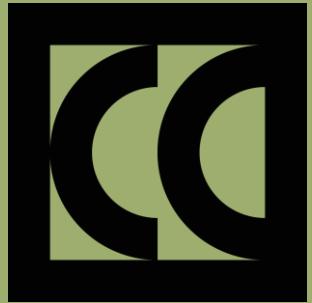


**40%**

higher than industry  
standard on average  
engagement rate

*“We are very happy to have found in the Crafts Council a strong partner with whom to celebrate the long-standing values of craftsmanship in their contemporary form”*

**Sheila Loewe - President, LOEWE FOUNDATION**



# Let's talk!

[Development@craftscouncil.org.uk](mailto:Development@craftscouncil.org.uk)



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