

MAKING MORE

A full-day incubator program for fiber business owners who are looking to make more profit with purpose.

www.fiberbusinesscollective.com/makingmore



DETAILS

The fiber arts industry (yarn, knitting, crochet, weaving, etc.) has an enormous amount of small business owners who are looking to build sustainable businesses that both hit their financial goals and better the industry as a whole.

Making More aims to serve 80 of these business owners by helping them build a plan and strategy towards growth, allowing them to innovate and implement creative solutions for their individual customer bases.

OPPORTUNITIES

This event is the ideal chance to get in front of business owners who are dedicated to investing in themselves, their businesses, and their customers. They are hungry to collaborate and build partnerships with their peers and other businesses across all industries, especially as they begin to create their own communities and followings.

Making More welcomes support from businesses who champion small business, who encourage leading with values, and who endeavor to foster a fair wage economy in the fiber arts industry.

FEATURES

Expert-led Workshops

Four morning workshops will be offered by business owners in this industry who are already scaling successfully.

Strategy Sessions & Design Thinking

The afternoon sessions will provide opportunity for attendees to start building out a growth strategy alongside their peers, as well as learn the elements of Design Thinking to foster innovation.

Evening Mixer

Our evening mixer gives everyone a real chance to connect more personally with their peers, whom they've shared this full-day experience with.

AT A GLANCE

APRIL 30, 2024

ROSEMONT, IL

80 SMALL BUSINESS OWNERS

FIBER ARTS INDUSTRY

SUSTAINABLE GROWTH FOCUS



ANASTASIA WILLIAMS

Founder, Fiber Business Collective

"We believe that the world becomes a better place when more money gets into the hands of women and other marginalized individuals. The FBC exists to fulfill this belief in the fiber arts industry."

SUPPORT LEVELS

Making More welcomes support from businesses who champion small business, who encourage leading with values, and who endeavor to foster a fair wage economy in the fiber arts industry.

SUPPORTER: \$500

- Logo on Making More homepage
- Standard feature in The Weekly Stash email newsletter
- Option to host a virtual live session for attendees and Fiber Business Collective in 2024 (either interview or workshop-style)
- Two tickets to attend the Evening Mixer on April 30th

ADVOCATE: \$1,000

All Supporter level benefits PLUS:

- **Expanded** feature in The Weekly Stash email newsletter (in lieu of Standard feature in Level One)
- Instagram grid feature on @fiberbusinesscollective account

CHAMPION: \$2,000

Only 4 spaces available at this level

All Advocate level benefits PLUS:

- Logo & QR code (to webpage of choice) on table tents in one (of the four) workshops
- Logo and clickable link under the description of the workshop (corresponding to above workshop) on the Making More "Morning Workshops" page.
- Logo & QR code (to webpage of choice) on table tents during afternoon events

AUDIENCE REACH

Weekly Stash Newsletter: 909 Subscribers (B2B)

Instagram Account: 4,519 Followers

Fiber Business Collective: 130 Active Members

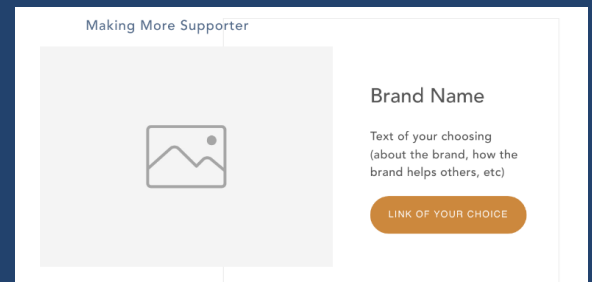
MAKING MORE

MORE IMPACT. MORE PROFIT.

APRIL 30, 2024
ROSEMONT, IL

EMAIL FEATURE EXAMPLES

Standard Feature



Expanded Feature

