



I Made It! Market ~ Proposal for Event

Who:

I Made It! Market (IMI) is a nomadic indie crafts marketplace. The IMI mission is to bring awareness to and raise funds for arts, community and non-profit organizations while also bringing vending opportunities to local handmade artists. We began in March of 2007 and have traveled throughout the Pittsburgh region having held over 20 events.

IMI is organized by Carrie Nardini, an event organizer and crafter with more than 10 years of professional experience in non-profit fundraising and marketing. She holds an MBA from the University of Pittsburgh.

What:

IMI brings a pop-up handmade retail experience into an open space. Through the inclusion of anywhere from 40 – 100 independent artists, the event brings an energy of its own as well as a following of loyal supporters that grows from each event.

Each marketplace includes a full publicity and marketing campaign communicating the goal of the event as well as the location in which it takes place. Past events have attracted between 700 – 1000 shoppers through the five to eight hour shopping experience. And, each event raises funds, awareness and mailing lists for our partners.

We maintain an extensive email list, as well as social networking communities through both facebook and twitter. Our artists join in the efforts to expand the event's reach to their personal and business contacts. We maintain regular coverage in major Pittsburgh media including: The Pittsburgh Post-Gazette, Tribune-Review, Pittsburgh City Paper, Pop City, and on countless smaller media including: blogs, newsletters, and viral marketing including: flyering, word of mouth and college radio.

Our target market includes young adults and art lovers. We also work to attract the male demographic through offerings specifically for them including clothing, accessories, games, etc. Our website traffic is growing as is our reach nationally.

Where:

We come to you. I Made It! Market has partnered with organizations including:

The Brewhouse Association
American Jewish Museum at the Jewish Community Center
Braddock
TCarnegie Library in Oakmont
Pittsburgh Children's Museum
South Side Local Development Corporation
South Side Works
Steel Valley Arts Council, Art Space 101
Union Project

Part of the unique organization of this market is that followers of our artists and organization will travel to your space to follow our artists and initiatives.

When:

In order to best benefit our partners and artists this event takes place 6-8 times per year in the Pittsburgh region. This way we are able to involve both new and returning artists who bring their own following as well as cutting edge wares to share with the public. Our events can happen any day of the week and any time throughout the day. A typical event will take place from 12 – 5pm or 2 – 8 pm. During the South Side Works Exposed, we set up and create a bazaar type feeling for the three-day long summer celebration.

How:

We work with your organization to meet your needs. Much of the coordination is contained through I Made It! and we are happy to work with your organization in the way that fits your culture and project requirements.

Online:

www.imadeitmarket.com (new site to be launched in March 2010)

www.imadeitmarketblog.com (to be integrated into website)

www.facebook.com/imadeitmarket

www.twitter.com/imadeitmarket

www.flickr.com/photos/imadeitpgh

Contact:

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