

FAERIEWORLDS LLC presents

*Celebrating the Magical Life!*TM



FAERIEWORLDSSM & FAERIECONSM Sponsor Book

SECRET HOUSE WINERY · EUGENE, OREGON
MARRIOTT HUNT VALLEY INN · BALTIMORE, MARYLAND

FAERIEWORLDSSM

SECRET HOUSE WINERY, EUGENE, OREGON

Called “mythically magical... transformational... a one-of-a-kind, otherworldly event,” Faerieworlds is the premiere faerie event in the US featuring international best-selling and award-winning artists, writers, craftspeople, storytellers, performance artists and world renowned musicians.

Skyrocketing Three Day Attendance

With past attendance over 12,000 and 200 vendors and now offering camping, Faerieworlds is THE family event of the summer for the Pacific Northwest as well as for lovers of Faerie and fantasy from all over the country and the world and the prime destination for the highest quality arts & crafts. Every day at Faerieworlds is filled with fun and fantasy: each moment is an unforgettable, once-in-a-lifetime experience!

Amazing Music Featuring West Coast Premiere Performances!

Faerieworlds is re-defining music festivals in the Pacific Northwest. Each year we search the world to present new and exciting bands that embody the spirit of faerie and fantasy in their music. Bands that have performed at Faerieworlds include:

**Brother • Kevin Burke • Karan Casey
Johnny Cunningham • Phil Cunningham
Estampie • Gaia Consort • Scott Huckabay
Priscilla Hernandez • Woodland • Faun
Kan’Nal • Susan McKeown • Casey Neill
Qntal • Rasputina • Trillian Green
John Renbourn • Wake the Dead • Solas**

As guests at Faerieworlds know, the real magic happens when the sun goes down and our featured bands take the stage supported by elaborate show productions, the World of Froud Lightshows, fire dances, illuminated

performances and some spectacular surprises: nothing compares to dancing to the music of faerie under the stars!

Magical Artists

Each year, Faerieworlds features some of the finest faerie artists and authors, many appearing for the first time in the Pacific Northwest. In past years, event hosts internationally acclaimed faerie artists Brian & Wendy Froud have welcomed best-selling faerie artists Amy Brown and Jessica Galbreth, Tony Diterlizzi and Holly Black of the Spiderwick Chronicles, best-selling children’s book artist, Michael Hague, mythic scholar and author Ari Berk, and fantasy illustrator Jodi Bergsma and award winning fantasy author Patricia McKillip and many other wonderful artists and authors.

For the latest updates on Faerieworlds, visit
www.faerieworlds.com

An Ecologically Sustainable Event

- 100% Green Electrical Power throughout Event
- Event Promotions printed on 100% recycled stock with Soy Inks
- Organic & Vegetarian Food Vendors
- Use of Biodegradable Foodwares
- Utilization of web-based Rideshare & Spaceshare Programs
- Onsite Glass, Plastic & Paper Recycling Program
- Local & Organic Hospitality Area for Guests

FAERIECONSM

MARRIOTT HUNT VALLEY INN, BALTIMORE, MARYLAND

After two successful years in Philadelphia that attracted over 7000 attendees each year and the largest gathering of international faerie artists ever assembled, we are thrilled to be moving the show to a new date and location, In response to popular demand, the entire show - including The Good Faeries / Bad Faeries Masquerade Balls - will be held in our beautiful new hotel with free parking, \$99 a night rooms, easy load in, non-union, free carpeting, better lighting and sound, more programming and most important, 40% less dealers for a more intimate and higher sales revenue show. This is the ultimate FaerieCon Experience guests and dealers have been asking for!

Enter the Realm of Faerie...in Baltimore, MD!

Building on the success, nearly every aspect of FaerieCon will be new. Once again, we will host the finest faerie artists in the world. New programs this year include:

- An Expanded Faerie Academy now in dedicated rooms featuring Doll Making, Puppet Making & Performance, Wing and Mask Making Workshops and much more.
- Visual Presentations by our Guest Artists
- Faerie Art Show
- Faerie Fashion Show
- Faerie Costume Workshops
- Dedicated Author Signing Area
- Special After Hours Events

And in the Evening: The Good Faeries/Bad Faeries Masquerade Balls: In the Hotel!

Every year, the two Masquerade Balls were clearly the highlight of FaerieCon. so much so that we produced the Balls in Eugene, Or and enjoyed record breaking attendance. The response is always extraordinary: these are full blown, rocking party events: the costumes were

magnificent, the bands amazing. Once again, we will provide the finest internationally acclaimed bands and performers for a Faerie Night to remember!

For more information on FaerieCon, visit
www.faeriecon.com



Background Art © Charles Vess



Event Demographics

If you are selling faerie or fantasy products, Faerieworlds & FaerieCon are the places to be!

Attendance: Faerieworlds Delivers the Guests!

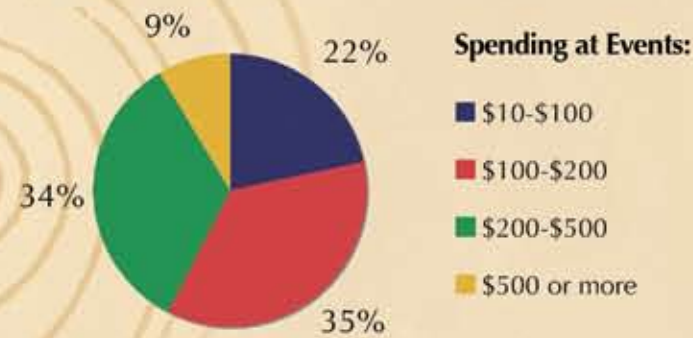
Faerieworlds has achieved amazing growth since we arrived in Eugene in 2005: we draw over 60% of our guests from outside of Oregon and internationally. Driven by exceptionally positive word of mouth and our extensive internet, print and media marketing campaigns, we expect this upward trend to dramatically continue at both events.

Guests: A Broad Demographic with Strong Buying Power

Faerieworlds and FaerieCon both demonstrate an exceptionally broad demographic of over 80% women with nearly 75% between 20 and 50, This is also deeply generational: we often see mothers and fathers who loved faeries when they were young introducing their children to our artists and writers at our events. This is a prime, highly sought after audience with strong buying power across a broad spectrum of lifestyle product categories. Faerieworlds and FaerieCon vendors report significantly higher revenue proportional to attendance than any other festival that they attend, including the popular Renaissance Faires.

An Internet Based Company: Selling Directly to a Viral Community

Over 85% of all Faerieworlds and FaerieCon transactions are made through our websites. This allows us – and YOU through our Marketing Packages – to directly reach enrolled, proven customers. Faerieworlds and FaerieCon fans are a passionate, deeply connected, digital international community who use our on-site Forums (i.e. Tribe.net) to constantly share experiences, photos and information about new products they discover and network for upcoming events.



As an example of our guests' love for Faerie, over 80% come in costume of which over 70% make their own.

Now that's passion!



Art © Charles Vess

"I looked around at the thousands and thousands of people there, from little children to the grandparents, most dressed in costume, all there for an incredible time and to celebrate their love of magic, mystery, art, music and everything else that is represented by "Faerie"."

- Jessica Galbreth, Artist

The Faerie Phenomena

Since the release of Brian Froud and Alan Lee's international best-selling classic book *Faeries* over twenty-five years ago with over four million copies sold to date, faeries have been an evergreen genre, generating multi-millions of dollars in publishing and merchandising annually. The last ten years have seen explosive growth in the fantasy and faerie market, driven by the major mainstream media successes of the Harry Potter books, *The Lord of the Rings Trilogy*, *The Chronicles of Narnia*, *The Spiderwick Chronicles* and Disney's "Fairies" series.

Faerie as "Lifestyle"

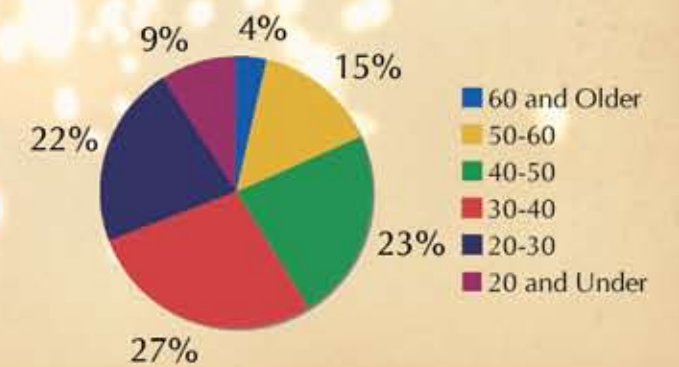
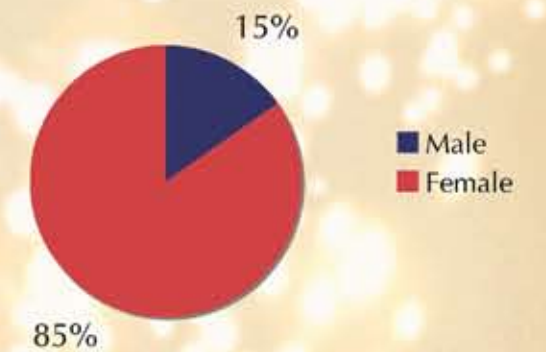
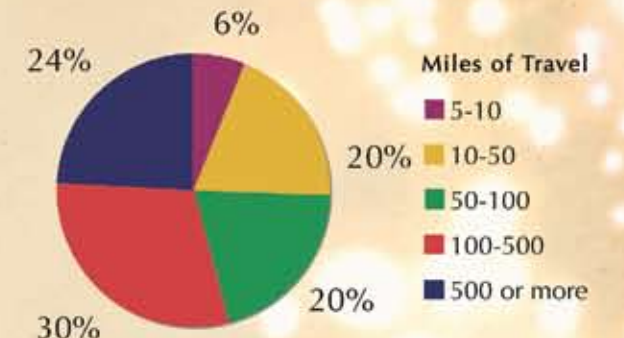
Faerie fans embrace faerie not solely as "entertainment" but as a rich, immersive "lifestyle." They aggressively and perennially consume a wide range of faery themed and related products in the following product categories:

- Publishing • Music • Apparel • Jewelry
- Merchandise • Home Décor • Beauty
- Personal Health Care Products
- Natural Foods & Beverages

Supporting Local Communities

In addition to inspiring the hearts and imaginations of our guests, Faerieworlds LLC donates a portion of proceeds from each event back into our host community. Over the years we have donated over ten thousand dollars to outstanding schools and organizations which protect the environment and include:

- Mountain Oak School - Prescott, Arizona
- The Wildlife Center - Espanola, New Mexico
- Terra Rosa School - Sedona, Arizona
- Circle of Life Foundation - Oakland, California
- Spiral Scouts - Eugene, Oregon
- The Family School - Eugene, Oregon



“... FaerieCon was an exhilarating experience: We were pleasantly surprised at the volume of sales and, besides all the wonderful connections, we did much better financially than we had expected.”

- Bridget Wolfe, *Fairy Woodland*

Opportunities for logo presence & ads at Faerieworlds & FaerieCon include:

Internet

- Premium positioning on Faerieworlds & FaerieCon sites
- Banner ads: select size, placement, term
- Vendors Showcase: special sections on our websites
- Banner ads for events on guest artist/author/vendor sites
- Monthly e-blasts to mailing list of over 50,000 subscribers
- Ads on FaerieRadio at LIVE 365: www.faerieradio.com

Print

- Ads in FAERIE MAGAZINE, REALMS OF FANTASY, RENAISSANCE MAGAZINE, HEAVY METAL, NEW AGE RETAILER
- Ads in Eugene, Portland, Seattle, Philadelphia, New York, DC weekly newspapers
- Event Program ads

Street Teams

- 2000 posters and 100,000 postcards campaign in the Pacific Northwest & nationally.

Media

- Radio promotions / ticket giveaways
- Radio interviews with guest artists
- Regional cable TV ad campaign

At Events

- Premium positioning / booth discounts
- Faerie Passport: a guest stamp book that drives customers to your booth
- Product or sample giveaways on Event Bag
- Sponsor coupons in Event Bag
- VIP Laminates / access to Masquerade Balls
- High visibility signage



Art © Kinuko Craft

What People Say

...about Faerieworlds & FaerieCon:

“Several of us from GMR attended Faerieworlds ... We met bards, storytellers, artists, musicians, healers, crafters, and tricksters by the score. Vendors and artists were the other major draw for the festival, and there were some wonderful ones. I came home with a pocket stuffed full of business cards and flyers, and I spent more money than I had intended on merchandise.”

- Rebecca Scott
Green Man Review

“I looked around at the thousands and thousands of people there, from little children to the grandparents, most dressed in costume, all there for an incredible time and to celebrate their love of magic, mystery, art, music and everything else that is represented by “Faerie”. They dance with abandon when the drumming starts, and most of all, they are free to just be themselves and celebrate the magic we all knew as children.”

- Jessica Galbreth
Artist

“Faerieworlds is a spectacular festival! The sights, the sounds, the smells -- everything contributed to the magic! The sight of so many people in fabulous costumes having fun, the sight of costumed children at play, and dancing, singing, jumping around, the beautiful decorations and wondrous goods for sale at every turn made it a feast for the eyes! The constant sound of happy conversation and laughter, as well as the sounds from the many talented musicians who performed, made it a feast for the ears! The lovely fragrances of yummy appetizing food, scented oils and incenses, as well as the fragrance of trees and flowers made it a feast for the nose!”

- Marjorie McArthur
Guest

“I’m still glowing from the FaerieCon weekend. I discovered a large and ever-growing population of similarly passionate people who dance under the fairy hills every day of their lives. I felt very much at home amongst a tribe of people that shared so many of the aesthetic sensibilities that I myself value.”

- Charles Vess
Artist

“What a great time! I can’t believe how many fans, fellow artists, and fun people I got to meet. It was crazy!... From a business standpoint, it was a rousing success. We were swamped with customers & fans almost the whole time, and we did really, really well. I felt like a celebrity! In fact we’ve already signed up for a booth next year. So hopefully we’ll see you all in 2008!”

- Jasmine Becket-Griffith
Artist

“The FaerieCon Bad Faeries Ball...was INCREDIBLE! Standing on the balcony looking down at the sea of people as they danced to this hypnotic music was mind blowing. So unreal and yet so tangible I was afraid to blink as it would vaporize and only be a dream.”

- Lisa Steinke
Artist



Art © Brian Froud

Background Art © J. Corsentino



FAERIEWORLDSSM FAERIECONSM

Welcome to the Realm!

Faerieworlds and FaerieCon were both conceived with the same intention: to honor and celebrate all things faerie by convening the world's best artists, writers, musicians, performers and craftspeople whose work opens the doors of Faerie to us. Through our events, we seek to inspire, entertain and illuminate faerie lovers of all ages with art, music and performance. In the past five years, we have been fortunate to enjoy exceptional annual growth as fans of faerie often travel hundreds of miles to both create and enjoy the fun, wonder, and magic to be found within our gates.

Faerieworlds on the West Coast and FaerieCon on the East Coast host the largest gathering of vendors at any faerie festival in the US. Every year we strive to make each show significantly better than the last. Every year, you will see unforgettable performances by internationally acclaimed bands, spectacular lightshow attractions, amazing performances and the largest gathering of faerie artists and authors in the world. If you love faerie or sell faerie or fantasy products, Faerieworlds and FaerieCon are the places to be.

We believe that the revitalizing, healing and transforming spirit of faerie is alive and moving actively in our lives. Our gathering and acknowledgement and celebration of them summons their presence.

In the words of our Host, international best-selling artist and author Brian Froud:
"To dress as a faerie - donning wings - is to actively join in the dance, to be connected to creative spirit. Graceful or ecstatic dance; the radiant, rhythmic heartbeat; friendship; music; all these move easily across the boundaries, transcending language, race, and time. Such activities extend a joyful hand across the threshold. At Faerieworlds and FaerieCon, we ring the bells of faerie invitation. The people come. More importantly, the faeries come too."

With gratitude,

Robert Gould
Emilio & Kelly Miller Lopez
Producers, Faerieworlds, LLC

Photographs by Kyer Photography, Pixie Vision Productions & On The Run Photography, 2004 - 2007

Text and contents © Faerieworlds LLC. All rights reserved.

Unauthorized use of any of the contents is prohibited.

All images are copyright by the respective artists and used with their permission.

FAERIEWORLDS LLC

www.faerieworlds.com

www.faeriecon.com