

TEXTILE SOCIETY *of* AMERICA



Textiles Close Up *The Dressed Body & Wearable Innovations*

SYRACUSE & ITHACA, NY
JUNE 23-24

VIRTUAL ROUNDTABLE
SEPTEMBER 23



Textiles Close Up

The Dressed Body & Wearable Innovations

Our collaboration with regional cultural and academic partners in Central New York enhances your sponsorship reach and visibility beyond individual events through shared promotion, outreach, on-site engagement, and digital programming, offering sponsors targeted exposure both regionally and internationally. It also aligns your business with a vibrant network focused on advancing textile knowledge and creativity.

Textiles Close Up: New York

Hosted by the Textile Society of America, *Textiles Close Up: The Dressed Body & Wearable Innovations* is an intimate, multi-site program developed in partnership with six regional collaborators: Skä•noñh – Great Law of Peace Center, the Sue Ann Genet Costume Collection at Syracuse University, the Hybrid Body Lab, the Handweaving Museum at the Thousand Islands Arts Center, the Everson Museum of Art, and the Cornell Fashion + Textile Collection. Together, these partners expand access to textile education and cultural knowledge on a global scale. The New York edition brings together artists, scholars, designers, curators, and collectors for a focused, in-person exploration of significant textile collections and research environments across the region on June 23–24.

Textiles Close Up: Virtual Roundtable

The *Textiles Close Up Virtual Roundtable* on September 23rd, is a moderated conversation that brings together leaders from our six regional collaborators to discuss emerging ideas, current research, and pressing questions shaping the future of textiles. Open to a global audience, the roundtable expands the impact of Textiles Close Up by creating space for dialogue among practitioners, scholars, cultural leaders, and enthusiasts.

Together, these programs foster knowledge exchange, strengthen professional networks, and advance the Textile Society of America's mission to support global textile scholarship and creative practice.

Above: Coat, Spring 1971, designed by Bonnie Cashin. Sue Ann Genet Costume Collection, Syracuse University School of Design. Gift of Philip Sills, 85.35A
Cover: KnitDema. (Photo: Hybrid Body Lab) Project Credits: Hybrid Body Lab at Cornell University, in collaboration with Weill Cornell Medicine. Research Team: Heather (Jin Hee) Kim (Project Lead), Joan Stilling, Michael O'Dell, Cindy Hsin-Liu Kao (Lab Director)

TEXTILE SOCIETY *of* AMERICA

Preserving Heritage & Inspiring Innovation

Since 2013, Textiles Close Up has provided study workshops that offer scholars, artists, and collectors exclusive behind-the-scenes unparalleled access to both museum and private collections. Your sponsorship plays a pivotal role in the impact of these experiences while providing meaningful brand association. Your support empowers leaders and emerging professionals in the field while expanding your visibility within our global network.



Berta Frey, Untitled. Woven. Image courtesy of the Thousand Islands Arts Center ~ Home of the Handweaving Museum.

Why Support Textiles Close Up? Your Investment Directly Enables:



Education & Access

Making rare collections available to scholars, artists, and enthusiasts



Public Engagement

Expanding access through digi archives & live-streamed sessions



Creative Economy

ESG alignment by supporting living artists & ethical craftsmanship



Cultural Preservation

Supporting the study of global textile traditions & study of textiles



Saya Woolfolk, Cloudskin 2, 2016. Handsewn digital print on silk, 66 x 40.5 inches. Everson Museum of Art; Museum purchase, 2016.4.1.

Tiered Sponsorships

- ✔ **Visionary Sponsor | \$2,500+**
 - Logo on all event website and digital promotions
 - Verbal acknowledgment at opening & closing sessions
 - Dedicated social media series (3 posts across TSA platforms)
 - Premium banner on event page & TSA homepage (4 months)
 - Complimentary tickets (3)
- ✔ **Sustainer Sponsor | \$1,250**
 - Logo on event website and 3 digital promotions
 - Recognition during live event and in archived recordings
 - Social media spotlight across TSA's platforms
 - Complimentary tickets (2)
- ✔ **Catalyst Sponsor | \$750**
 - Name placement on event webpage and 1 digital promotion
 - Recognition during live event and in archived recordings
 - Inclusion in post-event thank-you communications
 - Complimentary tickets (1)
- ✔ **Emerging Scholar/Student Sponsor | \$500**
 - Covers registration for students or emerging professionals

WE'LL MAKE SURE YOUR SPONSORSHIP STANDS OUT

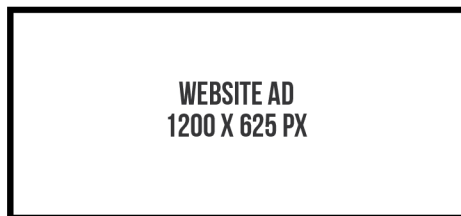
The reach of your sponsorship extends far beyond the in-person program through the combined digital audiences of TSA and its regional partners. As part of the program's collaborative promotion strategy, TSA invited partners to co-publish social media content directly to their feeds, significantly expanding visibility across multiple audiences. Recent collaborative Instagram posts for the program generated more than 7,000 and 9,000 views respectively, demonstrating the strong online engagement and amplified reach available to sponsors.

REACH THOUSANDS OF POTENTIAL CUSTOMERS

Average monthly website views	12.5K	Average monthly users (unique)	4.3K
Average Instagram monthly viewers	33.3K	Average Facebook monthly viewers	4.7K
Email subscribers	5.3K	Enews open rates	\$399

SIZE + SPECS

Please submit your logo as a high-resolution PNG, JPG, or vector file (SVG preferred) to hello@textilesocietyofamerica.org. To ensure inclusion in digital promotional materials, we kindly ask that logos and materials be submitted by **June 1, 2026**. Minimum resolution of 150–300 DPI for web use. Include your website and social media handles, along with alt text and any preferred brand guidelines or attribution language.



TERMS

Prices reflect a run of four months. Your ad will be "live" for 4 months (after ad graphics and info have been submitted and payment received). Send your graphics, links, and questions to hello@textilesocietyofamerica.org.

MEMEBERS SAVE!

All TSA members receive a 10% discount. Want to become a member? Visit textilesocietyofamerica.org/join.

