

Sydney Ceramics Market

EVENT SPONSORSHIP OPPORTUNITIES

2025

Sydney Ceramics Market acknowledges the Gadigal People as the First Peoples and Traditional Custodians of the land on which we hold our events. We offer our respects to their Elders both past and present. Always was, always will be Aboriginal Land.



Sydney Ceramics Market

SPRING 2025 MARKET

18th–19th October 2025

Open 10^{am}–5^{pm}

WHERE

Carriageworks, Bays 22–24

245 Wilson St, Eveleigh NSW

Gadigal Land

After three successful years of Sydney Ceramics Market, we are seeking sponsorship to help continue to bring our vision to life in 2025 and beyond. Through event sponsorship, we aim to further support the makers of this vibrant arts community of sole traders and small businesses.

As a major event within the Sydney Craft Week Festival program, Sydney Ceramics Market is now recognised as an unmissable experience where patrons can meet, support, and shop from an incredible array of ceramic artists from across NSW & ACT, showcasing the potential of clay in all its wonderful forms.



Before the doors open on market days, we make a point to take a group photo together with all the participating Stallholders. Photo: Mariah Curtis, SCM 2024 cohort.

Through Sydney Ceramics Market, we are directly impacting the viability of business for local ceramic artists through a high-quality, curated, and strategically targeted annual event platform — and there is no better feeling than seeing them thrive as a result of what we produce.

ABOUT US

A platform for Australian ceramic artists & makers; founded & produced by two creative friends



Melody Brunton (left) and Samee Lapham (right), photo: Amy Piddington

We're friends and self-proclaimed ceramic obsessives, **Melody Brunton** (Ceramicist behind Emi Ceramics) and **Samee Lapham** (Photographer & Content Producer). We met through a market event ourselves and shared a vision to uplift, educate and create community around the medium of clay.

Through our annual event, we have created a platform that celebrates the immense ingenuity and diversity in the craft of ceramics — and year on year we have welcomed a teeming audience of patrons through our event doors.

Our varied perspectives, as a *full time maker & stallholder in Melody*, and a *dedicated collector & regular market attendee in Samee*, strengthens our approach in producing enjoyable and memorable events.

Our Brand Values

Community: Creating a platform for ceramic artists, and fostering relationships between makers, patrons and industry.

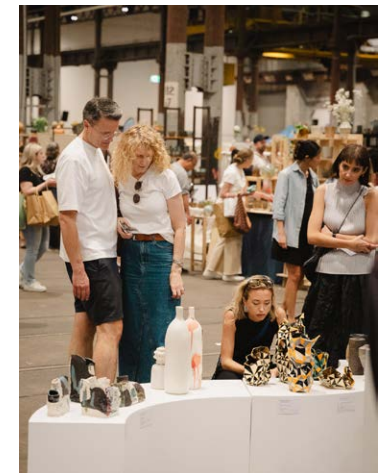
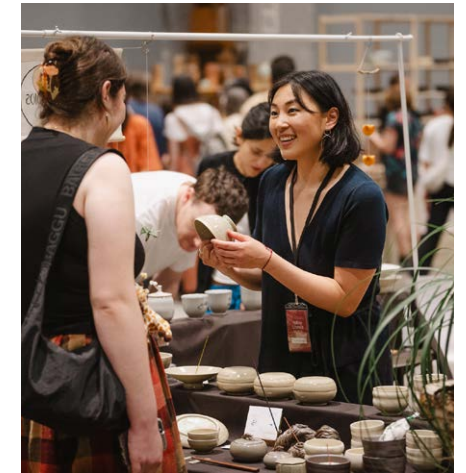
Creativity: Celebrating the potential of clay in all its wonderful forms, presenting a diversity in style, technique, experience and culture.

Education: Strengthening awareness and appreciation of the handmade; assisting in the development of a deeper understanding of the craft of ceramics through the selection of makers, their work, and live event demonstrations.

CLAY & COMMUNITY

A glimpse of 19th–20th October 2024 at Carriageworks:

11,667 attendees were welcomed in the door over two big days, with 192 ceramic artists & makers represented
127 stalls, 3 demo areas, 1 exhibition, and 8 select local food & drink stalls to keep everyone nourished



OFFERING EXPERIENCE

Welcoming 60+ Volunteers for market weekend

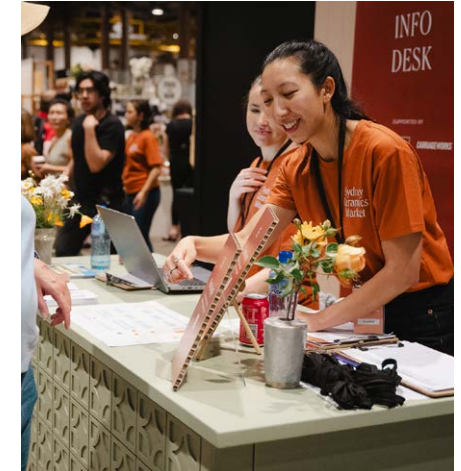


To assist our petite team in the operations of event days, we welcome an extraordinary cohort of volunteers eager to be involved in the running of Sydney Ceramics Market.

Volunteers are offered experience in front of house; ticketing; info desk support; stallholder support and registration; floorplan and layout; exhibition artist liaison; social media content creation; and as general task runners.

Our volunteers opt into their areas of interest, and are given training & leadership, branded tshirts, lunch, snacks and drinks in exchange for a half day shift.

After each event, we host a Volunteers Picnic to say thanks, debrief and to connect with new friends.



VENUE & LOCATION

Carriageworks, Bays 22–24 245 Wilson St, Eveleigh NSW 2015



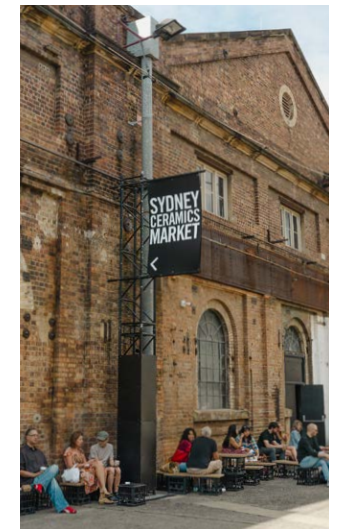
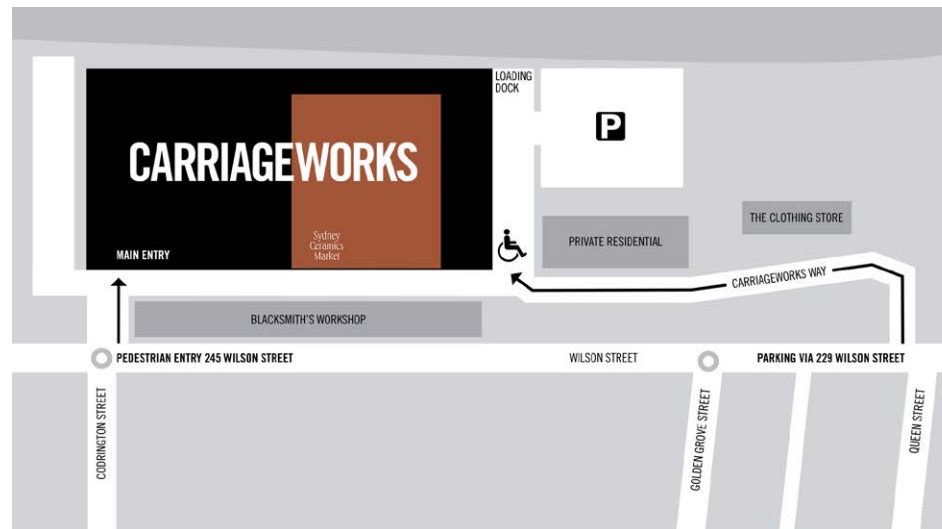
We are excited to continue to host our annual event in partnership with Carriageworks, with our annual event taking place in Bays 22–24 over a full weekend.

As one of Sydney's premier multi-arts venues, Carriageworks' historic and expansive space offers the ideal backdrop for our ceramic artists and makers.

Our steady growth since 2022 demonstrates a strong market interest, with enthusiastic patrons eager to explore and purchase works from local ceramic artists and makers. Sydney Ceramics Market attracts a highly engaged audience, including fellow makers, collectors, design industry professionals, gallerists, retailers, and larger organisations alike.

Our Event Venue History

- 2022: Tramsheds Community Hall, 500m², 250pax
- 2023: Carriageworks Bay 25, 1100m², 800 pax
- 2024: Carriageworks Bays 22–24, 4200m², 2000pax
- 2025: Carriageworks Bays 22–24, as above



Top photos: courtesy of Carriageworks; Bottom right: Amy Piddington

STATISTICS

We have a highly engaged & growing audience of ceramic lovers, collectors, makers, design industry professionals, galleries and larger organisations alike



EVENT ATTENDANCE

2024	11,667	↑ 138.2%
2023	4,897	↑ 64.7%
2022	2,972	

CORE AUDIENCE

86.2% Women
30–65 Age range
60.5% Sydney-based
as of Oct, 2024

NEWSLETTER ENGAGEMENT

64.2% Open rate
11.71% Click rate
4,446 Subscribers
as of Oct, 2024

WEBSITE ACTIVE USERS

2024	25k	↑ 121.24%
2023	11.3k	↑ 140.42%
2022	4.7k	

FACEBOOK ORGANIC & PAID REACH

2024	160.3k	↑ 327.46%	95% from ads
2023	37.5k	↑ 250.46%	91.9% from ads
2022	10.7k		89% from ads

INSTAGRAM ORGANIC & PAID REACH

2024	221.8k	↑ 138.49%	26.5% from ads
2023	93k	↑ 81.99%	*ads data unavailable
2022	51.1k		*ads data unavailable

INSTAGRAM CONTENT IMPRESSIONS

2024	1.08m	↑ 87.82%
2023	579k	↑ 84.39%
2022	314k	

INSTAGRAM CONTENT INTERACTION

43.8k 2% from ads
9.1k Shares & saves
38.2k Profile activity
from Aug–Oct, 2024

JOIN THE COMMUNITY

[@sydneyceramicsmarket](https://www.instagram.com/sydneyceramicsmarket)

[SCM Mailing List](#)

[sydneyceramicsmarket.com](https://www.sydneyceramicsmarket.com)

WHERE TO FIND US

Contact

We would love to discuss Sydney Ceramics Market sponsorship opportunities further and explore how we can tailor a package to meet your specific objectives.

Please let us know a convenient time for a call or meeting to discuss and collaborate!

Thank you for considering this proposal and for your interest in supporting this vibrant community.

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