



Puget Sound Local Yarn Store Tour

2026 TOUR CALL FOR SPONSORSHIP

The Puget Sound LYS Tour is the longest-running and largest local yarn shop tour in the United States. Founded in 2006, this annual event celebrates the vibrant local yarn scene in the Puget Sound region.

Key Facts

- Established: 2006
- Duration: 5 full days
- Timing: Week following Mother's Day in May, this year - May 13-17
- Participating Shops: 24 local yarn shops
- Unique Features: free knitting and crochet patterns, and discounts on featured yarns, daily prizes at every shop and grand prizes from the tour for visiting multiple shops

Our Mission

Our goal is to help customers learn, grow, and become successful in the fiber arts and the craft of yarn work. This principle has been the driving force behind the LYS Tour for over a decade.

Why Sponsor?

1. **Reach a Dedicated Audience:** Connect with passionate yarn enthusiasts from across the region.
2. **Support Local Businesses:** Contribute to the thriving local yarn shop community in Puget Sound.
3. **Promote Craftsmanship:** Align your brand with an event that celebrates skill, creativity, and tradition.
4. **Gain Visibility:** Showcase your products or services to an engaged and growing customer base.

Past Successes

Attendance statistics from last year: total “first stamp” visitors reported by shops 1500.

Our social media engagement was up overall last year - with our visits on Facebook and Instagram being up 315% and 419% respectively. Our Instagram reach was up nearly 40% compared to 2023.

We have a social media, design & marketing professional as part of our team this year and have a social media and marketing plan in place, with the aim of repeating our growth last year.

In the weeks leading up to last year’s LYS Tour, we doubled our site traffic over the prior year.

For the last two years, our emails are sitting consistently at a 65% or better open rate and 4.5% or better click rate. Those rates go up by approximately 20% during the Tour, when we send daily update emails.



Sponsorship Opportunities

Qiviut Champions

\$2000 contribution

Dedicated logo, graphic posted as collaborations on social media, linked logo banner on sponsorship page of website and in gallery listing on home page for 5 weeks pre-Tour and during Tour, Full-page print ad space in passport with 2-4 sentences about company, large print ad space on poster (limit 4), linked logo gallery in two thank you emails to our full list plus mentions in daily tour emails.

Mohair Moguls

\$1000 contribution

Dedicated logo, graphic posted as collaborations on social media, linked logo banner on sponsorship page of website and in gallery listing on home page for 5 weeks pre-Tour and during Tour, Half-page print ad space in passport with 2-4 sentences about company, linked logo gallery in two thank you emails to our full list plus mentions in daily tour emails.

Cashmere Contributors

\$500 contribution

Logo and mentions (5x) on social media in group of sponsors and logo links on sponsorship page of website, 1/4 page print ad space in passport, mention in two thank you emails to our full list.

BFL Backers

\$250 contribution

Logo and mentions (2x) on social media and text-only links on sponsorship page of website, mention in two thank you emails to our full list.

Alpaca Allies

\$100 contribution

One mention on social media post and text-only links on sponsorship page of website, mention in two thank you emails to our full list.

Southdown Supporters

In-kind donors

Text only listing in passport and sponsorship page of website, and mentions on social media, with links.

Cheviot Collaborators

Reciprocal promotions

Available for local fiber influencers and fiber related events - requires signed reciprocal promotion agreement. Half-page print ad space in passport, mentions and collaboration posts on social media. Collaborators agree to a minimum of 5 posts that mention & tag the tour, 2 of which must be collaboration posts. Two posts must be between March 15 and May 14, all must be completed prior to start of Tour on May 14. Graphics can be provided by the Puget Sound LYS Tour, if needed.



Sponsorship Submission Information

If you are interested in supporting the 2026 Puget Sound LYS Tour, please complete the Sponsorship Form via the link on our website at:

<https://www.lystour.com/call-for-sponsors>

Once we hear from you, we will send formatting and instructions for your advertisement and logo.

Sponsorship payments may be made by online or by mailing a check.

For online payments, we will send you a digital invoice for easy payment.

Checks should be made payable to “Western Washington Yarn Shop Association” and mailed to:
Western Washington Yarn Shop Association
c/o Ginny Harvey, Treasurer
Needles and Hooks
17171 Bothell Way NE Ste A119
Lake Forest Park, WA 98155

For In-kind product donations, please send 24 items, one for each shop’s daily drawing bag. The items should be similar in type and value, small differences like a variety of colors is fine.

In-kind product donations, need to be received by March 15th and delivered to:
LYS Tour 2025
c/o Northwest Yarns
1401 Commercial St
Bellingham, WA 98225

Contact Information

Join us in supporting this unique, community-driven event that has become a cornerstone of the Puget Sound yarn & fiber communities!

Should you have any questions, please contact the LYS Tour President, Lisa at 360-789-4657 or by email lystour@gmail.com. We look forward to celebrating our 20th Tour with you!

