

Yarn Over Hook

The Global Home of Crochet™

Strategic Overview for Partners & Sponsors

Professional Partner & Media Edition | 2025

Yarn Over Hook Network™ | Create | Learn | Connect



About Yarn Over Hook

The Global Home of Crochet

Yarn Over Hook is the leading digital ecosystem for crochet — uniting education, community, and commerce under one brand. With 24 strategically integrated domains, Yarn Over Hook controls the digital journey of crochet from beginner discovery to global marketplace activation.

Our Mission

To unite crocheters from every corner of the globe — building a vibrant, trusted, and creative community where every loop, pattern, and story strengthens the global thread that ties us together.

Born from makers and built for makers, Yarn Over Hook is the first global crochet network uniting community, content, and commerce under one authentic brand.

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The Yarn Over Hook Ecosystem

Community First

We create welcoming spaces that unite makers across time zones and generations.

Authentic Content

Our creator-led shows, podcasts, and blogs celebrate crochet culture and elevate the voices shaping it.

Education & Inspiration

Crochet alongs, tutorials, and digital classes designed for every skill level — from beginner to artisan.

Commerce & Community

A connected digital marketplace and brand ecosystem uniting creators, products, and collectors within the global crochet economy.

Youth & Legacy Support

Through Crochet Kids Club™, we aim to spark creativity and confidence in the next generation of makers.

*Today, the Yarn Over Hook digital ecosystem spans **24 strategic domains**, a global community of crocheters, and a growing content and commerce network purpose-built for sponsorship and brand activation.*

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Why Partners Choose Yarn Over Hook



Unified Domain Ecosystem

24 domains seamlessly connected under yarnoverhook.com, eliminating audience fragmentation and strengthening authority.



Scalable Sponsor Framework

From single campaigns to annual programs, partners can grow with us — easily, strategically, and transparently.



Community That Converts

Our audience doesn't just follow; they engage, purchase, and advocate— transforming creative trust into measurable action.



Authentic, Creator-Led Voice

Every piece of content originates from real makers — giving our partners credibility and cultural alignment.



Evergreen Brand Appeal

Crochet's timeless appeal spans generations, lifestyles, and geographies — making every activation culturally relevant.



Trusted Media Hub

A centralized, brand-safe environment for creators and sponsors.

Each pillar in our ecosystem represents a growth engine — a way to deepen community, empower creators, and connect partners with an engaged audience that truly converts.

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Let's shape the future of crochet together.


Partner With Us

 partnerships@yarnoverhooknetwork.com

 yarnoverhook.com/partner-with-us

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