



Yarn Over Hook

The Global Home of Crochet™

Strategic Overview for Partners & Sponsors

Professional Partner & Media Edition | 2026

Yarn Over Hook Network™ | Create | Learn | Connect



About Yarn Over Hook

The Global Home of Crochet

Yarn Over Hook is building the world's leading crochet ecosystem — uniting community, content, and commerce under one trusted platform.

Our Mission

To unite crocheters worldwide — building a trusted, creative community where every loop strengthens the global thread that ties us together.

Built by makers, for makers.

The Global Home of Crochet

The Yarn Over Hook Ecosystem

Where Community, Content, and Commerce Converge

Community First

A global community platform uniting engaged makers across time zones, generations, and skill levels.

Authentic Content

Creator-led shows, podcasts, and digital media that define and elevate modern crochet culture.

Education & Inspiration

Structured learning pathways — from beginner foundations to advanced artisan mastery.

Commerce & Community

A connected marketplace ecosystem activating creators, products, and collectors within the global crochet economy.

Youth & Legacy Support

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

*Today, the Yarn Over Hook ecosystem spans **36 strategic domains**, a global community of makers, and an integrated content and commerce network purpose-built for brand partnership and activation.*

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Why Partners Choose Yarn Over Hook



Unified Domain Ecosystem

36 strategically integrated domains unified under yarnoverhook.com — eliminating fragmentation and amplifying brand authority.



Authentic, Creator-Led Voice

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



Scalable Sponsor Framework

From single activations to annual programs, partners scale with us — strategically, transparently, and measurably.



Evergreen Brand Appeal

Crochet's timeless appeal spans generations and geographies — ensuring lasting cultural relevance for every activation.



Community That Converts

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



Trusted Media Hub

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

Each pillar represents a growth engine — deepening community, empowering creators, and connecting partners with an audience that converts.

The Global Home of Crochet

Let's shape the future of crochet together.

Strategic partnerships, content collaborations, events, and long-term brand programs.

Partner With Us

 partnerships@yarnoverhooknetwork.com

 yarnoverhook.com/partner-with-us

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