

Brew in the Lou 2024

Saturday, October 12, 2024 • 1-5 pm • Francis Park

Sponsorship Opportunities



BREW IN THE LOU

Brew in the Lou is a sampling event featuring up to 2,000 active consumers for on-site activation and the sampling of craft beer, wine, spirits and food. Each guest receives a wristband and a commemorative glass to sample among 80+ vendors.

Proceeds benefit the 9,500 students enrolled in 35 member schools.

BENEFITS

- Media Package Valued at \$85,000+
- Anticipated 2024 attendance: 2,000+ foodies
- 80+ vendors sampling and selling product
- Consumer activation with on-site sampling
- 60+ beer, wine and spirit vendors
- Home Brew Sanctioned & People's Choice Contests; Chili Cook-Off and Bratwurst Battle.
- Proceeds benefit the 35 member schools and 9,500 students served by the Lutheran Elementary Association in the Greater St. Louis region.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$10,000

Includes 10 VIP Tent tickets, logo/name link on website and social media, inclusion in media promotion package, signage and complimentary vendor tent and verbal recognition at event.



STAGE SPONSOR: \$5,000

Includes six VIP Tent tickets, logo/name link on our website, and social media, stage signage, complimentary vendor tent, and verbal recognition at event.

Fundraiser to benefit Lutheran education.



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EXHIBIT SPONSOR: \$2,500

Includes four VIP Tent tickets, logo/name link on our website, and social media, complimentary vendor tent and verbal recognition at event.



FESTIVAL SPONSOR: \$1,250

Includes two VIP Tent tickets, print and website recognition and complimentary vendor tent.

Select One

Presenting Sponsor (\$10,000 and above).

Stage Sponsor (\$5,000)

Exhibit Sponsor (\$2,500)

Festival Sponsor (\$1,250)

Event Patron (<=\$1,000)

I have enclosed my check made payable to LESA in the amount of \$ _____

Please bill my Mastercard, VISA or Discover (circle one)

Name on card: _____ Account Number: _____

Expiration: _____ / _____ Security Code (3 digits on back of card): _____

Contact Name(s): _____

Business Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Cell Phone: _____ Email: _____

Signature of Vendor _____ Date: _____

Fundraiser to benefit Lutheran education.

