

# Brew in the Lou 2024

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

## Sponsorship Opportunities



a big blue spark production

### BREW IN THE LOU

Brew in the Lou is a sampling event featuring up to 1,800 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 70+ vendors. Proceeds benefit the 9,500 students enrolled in 35 member schools.

### BENEFITS

- Media Package Valued at \$85,000+
- Anticipated 2024 attendance: 1,800+ foodies
- 70+ 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 VIP access, logo/name link on website and social media, inclusion in media promotion package, signage and verbal recognition at event and on-site activation.



### STAGE SPONSOR: \$5,000

Includes logo/name link on our website, and social media, VIP access, stage signage, verbal recognition at event and on-site activation.

*Fundraiser to benefit Lutheran education.*





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### COMMEMORATIVE GLASS SPONSOR: \$3,500

**Only one available!** Includes VIP access, logo/name link on website, social media, and 1800 glasses at event.

### EXHIBIT SPONSOR: \$2,500

Includes logo/name link on our website, and social media, verbal recognition at event, exclusivity, and on-site activation.

### T-SHIRT SPONSOR: \$2,500

**Only 1 available!** Includes VIP Access, logo/name link on website, social media and t-shirts for volunteers and purchasers.

### FESTIVAL SPONSOR: \$1,250

Includes VIP access and verbal recognition at event and on website.



### Select One

Presenting Sponsor (\$10,000)

Commemorative Glass Sponsor (\$3,500)

T-Shirt Sponsor (\$2,500)

Stage Sponsor (\$5,000)

Exhibit Sponsor (\$2,500)

Festival Sponsor (\$1,250)

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: \_\_\_\_\_

Check here to receive text notifications and updates. Depending on your phone plan, message & data rates may apply.

**Fundraiser to benefit Lutheran education.**

