

Brew in the Lou 2025

Saturday, October 11, 2025 • 1-5 pm • Francis Park



Sampling Vendor Form

Sampling Participants to Provide:

- Product donation for 1,800 consumers throughout the event
- Staff of 2 people (minimum) to serve samples. Volunteers available to assist as needed
- All booths must be set-up by 12:30 pm on Saturday, October 11, 2025 and remain open during event hours of 1:00-5:00pm.
- Vendor must provide and/or pay for their Tent and Signage
- Food Vendor must apply for permit with St. Louis City Health Dept. We will assist.
- If possible, provide a Certificate of Insurance, naming the Lutheran Elementary School Association as a secondary insurer.
- Allow the use of any images taken during the event to be used by LESA's Brew in the Lou for publicity purposes

NOTE: If you wish to both provide samples and to sell your product, we request a \$100 vendor fee.

Sampling Participants to Receive:

- 8-foot table, ice, dump buckets, water dispensers, and tasting glass for all attendees
- Name/Logo inclusion in printed and digital promotional materials, valued at \$85,000 or more:
- Admission to the VIP tent for complimentary food and drink
- Access to 1,800+ beer/wine/spirit loving enthusiasts in attendance

LESA CONTACT: Ameer Colvin, Director of Development & Marketing

(314) 200-0797 AColvin@lesaSTL.org

*Fundraiser to benefit
Lutheran education.*



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Sampling Vendor Agreement for October 11, 2025

Contact Name(s): _____

Business Name: _____

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

Phone: _____ Cell Phone: _____ Email: _____

Check here to confirm you are able to provide your own 10'x10' tent

Check here if you need electricity. Explain need:

Yes, I will help promote our event!

of Promotional Posters

of Promotional Flyers

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

Share our event on your social media pages!

Facebook: <https://www.facebook.com/LESABrewintheLou> Instagram: www.instagram.com/lesa_stl

Detailed Description of product(s) or service(s) you will be selling or providing: _____

Release and acceptance of Rules – I/we the applicant(s), do expressly release the organizers of event from any and all liability for any damage, injury, or loss to any person, business, or property which may arise from licensing and occupation of the exhibit space by the applicant(s), and agree to hold and save organizers harmless of any damage, injury or less by reason thereof.

Signature of Vendor _____

Date: _____

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