

Brew in the Lou 2026

Saturday, October 10, 2026 • 1-5 pm • Francis Park

Retail Vendor Form



a big blue spark production

Food/Beer Sale Vendors to Provide...

- \$200 Exhibition Fee for Food Vendors
- \$100 fee for Food/Beverage Vendors who are also willing to provide food/beverage samples for 1,800 consumers
- Must staff your own booth (2 minimum).
- If possible, provide a Certificate of Insurance, naming the Lutheran Elementary School Association as a secondary insurer.

Retail Sales Vendors to Provide...

- \$200 Exhibition Fee
- Anticipate approximately 1,800 consumers throughout the event
- Must staff your own booth (2 minimum)

ALL Vendors will Receive...

- Access to 1,800+ beer/wine/spirit loving enthusiasts for consumer sales.
- 8-foot table and electric (if needed – a \$25 additional electrical fee applies)
- Name/Logo inclusion in printed and digital promotional materials, valued at \$85,000+;
- Admission to the VIP tent for complimentary food and drink;

Additional Vendor Details

- All booths must be set-up by 12:30 pm on Saturday, October 10, 2026 and remain open during event hours of 1:00-5:00pm.
- All vendors must provide their own Tent and Signage
- Vendor agrees to the use of images taken during the event to be used by LESA for publicity purposes.

LESA CONTACT: Ameer Colvin, Director of Development & Marketing

(314) 200-0797 AColvin@lesaSTL.org

*Fundraiser to benefit
Lutheran education.*



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Retail Vendor Agreement for October 10, 2026

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. Provide details: _____

Yes, I will help with promotion _____ # of Promotional Posters _____ # of Promotional Handouts

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

Facebook: www.facebook.com/LESASTL

Instagram: http://www.instagram.com/lesa_stl

Twitter: <https://twitter.com/brewintheloustl>

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

Vendor agrees that the conduct of its employees and agents during the event and all products and promotional items displayed and sold will be consistent with the ministry and mission of the Lutheran Elementary School Association ("LESA"). LESA reserves the right to revoke vendor's right or license to display or sell items or otherwise be present at the event, at LESA's sole discretion.

Vendor expressly waives any claims and releases LESA for any cost, loss, damage or injury suffered by vendor arising out of its participation in the event, regardless of whether or not caused in whole or in part by the actions or inactions of LESA or its agents. Vendor additionally agrees to indemnify and hold LESA harmless from and against all costs, losses, damage or injury incurred by LESA as a result of any action or inaction of Vendor arising from its participation in the event.

Signature of Vendor _____

Date: _____

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