

Brew in the Lou 2026

Saturday, October 10, 2026 • 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 9,700 students enrolled in 34 member schools.

BENEFITS

- Media Package Valued at \$85,000+
- Anticipated 2026 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 34 member schools and 9,700 students served by the Lutheran Elementary Association in the Greater St. Louis region.

SPONSORSHIP OPPORTUNITIES

OKTOBERFEST 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 free exhibit space.



ROCKIN' STAGE SPONSOR: \$5,000

Includes VIP Access, logo/name link on our website, and social media, stage signage, verbal recognition at event and free exhibit space.

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, and free exhibit space.

LEDERHOSEN SPONSOR: \$2,500

Includes VIP Access, logo/name link on our website, and social media, verbal recognition at event, exclusivity and free exhibit space.



T-SHIRT SPONSOR: \$2,500

(ONLY ONE AVAILABLE)

Includes VIP Access, logo/name link on website, social media and t-shirts for volunteers and purchasers, and free exhibit space

HOPS HERO SPONSOR: \$1,500

Includes VIP access and verbal recognition at event/on website and free exhibit space.



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Select One

Oktoberfest Sponsor (\$10,000)

Rockin' Stage Sponsor (\$5,000)

Commemorative Glass Sponsor (\$5,000)
(Only one available)

Lederhosen Sponsor (\$2,500)

T-Shirt Sponsor (\$2,500)
(Only one available)

Hops Hero Sponsor (\$1,500)

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.**



Lutheran Elementary School Association | 11123 South Towne Square, Ste. F | Saint Louis, MO | 63123
Phone : 314-200-0797 | Fax: 314-200-0890 | www.LESAstl.org