

SUPPORT

BREW

INTHE LOU

OCTOBER 12 • FRANCIS PARK • 1-5PM
OPPORTUNITIES

We appreciate the support of our sponsors.
Thank you for supporting the 8,800 students attending
34 Lutheran schools in the St. Louis metro area.

BENEFITS

- Media Package Valued at \$85,000+
- Anticipated 2019 attendance: 2,500+ foodies
- 100+ vendors sampling and selling product
- 60+ beer, wine and spirit vendors
- Home Brew Sanctioned & People's Choice Contests; Chili Cook-Off, and Bratwurst Battle
- Proceeds benefit 35 member schools and 7,800 students served by the Lutheran Elementary Association in the Greater St. Louis region.
- Seven Consecutive Years of Growth



BREW IN THE LOU

Brew in the Lou is a sampling event featuring 2,500 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 100+ vendors. Proceeds benefits the 8,800 students enrolled in 34 member schools.



Jeff Bernthal
Emcee

Presented by:





PRESENTING SPONSOR

\$5,000 and above

Includes 10 wristbands to event, 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. This level could help fund ten students in need of tuition assistance allowing children and families to continue their commitment to quality Lutheran Education this academic school year.

STAGE SPONSOR

\$2,500

Includes six wristbands to event, logo/name link on our website, and social media, VIP access, stage signage, verbal recognition at event and on-site activation. This level could help fund curriculum development for the 7,800 students enrolled in Lutheran elementary schools.



EXHIBIT SPONSOR

\$1,500

Includes four wristbands VIP access, logo/name link on our website, and social media, verbal recognition at event, exclusivity, and on-site activation. This level could help fund professional development programs for 500 educators.

FESTIVAL SPONSOR

\$1,000

Includes two wristbands, VIP access, verbal recognition at event and VIP access. This level could help fund school counseling in an elementary school in our metropolitan community.



Select One

- | | |
|---|---|
| <input type="checkbox"/> Presenting Sponsor (\$5,000 and above) | <input type="checkbox"/> Exhibit Sponsor (\$1,500) |
| <input type="checkbox"/> Stage Sponsor (\$2,500) | <input type="checkbox"/> Festival Sponsor (\$1,000) |

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

Please bill my Master-card, Visa or Discover (circle one)

Name on card: _____

Account #: _____

Expiration Date: ____ / ____

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

Contact Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____



Sampling Form

Saturday, October 12, 2019

1-5 pm - Francis Park



Sampling Participants to Provide:

- Product donation
- Staff of 2 people (minimum) to serve samples
- All booths must be set-up by 12:30 pm on Saturday, October 13, 2018 and remain open during event hours
- Allow the use of any images taken during the event to be used by LESA's Brew in the Lou for publicity purposes
- Vendor must provide and/or pay for their Tent and Signage
- If possible, provide a Certificate of Insurance, naming the Lutheran Elementary School Association as a secondary insurer.

Sampling Participants to Receive:

- 8 foot table, linen, ice, dump buckets, water dispensers, and tasting glass for all attendees
- Name/Logo inclusion in promotional package, valued at \$85,000 or more:
 - All digital and print advertising and promotion
 - Radio On Air, Online and Onsite Promotion
 - YELP.com Online ad(s)
 - KPLR 11/Fox 2 TV, minimum 80 PSAs, pre-event coverage, possible event coverage
 - Branding through social media with onsite photo vendor
 - Posters and 5,000 handbills distribution
 - Inclusion in the event's comprehensive Public Relations campaign
 - "Brew in the Lou" Event website, with links directed back to your website
 - Food/Drinks
- Access to 2,500+ beer/wine/spirit loving enthusiasts for consumer on-site activation

"Brew in the Lou" Sampling Vendor Agreement for October 12, 2019

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

___ If tent is needed, there is a fee of \$150 – make checks payable to: **Lutheran Elementary School Assn.**

___ Yes, I want to enter the Bratwurst Competition ___ Yes, I want to enter the chili cook-off competition

___ Check here if you need electricity

___ Yes, I will help with promotion ___ # of Promotional Posters ___ # of Promotional Handbills

Facebook: ___ www.facebook.com/LEASTL Instagram: www.instagram.com/lutheranelementarystl

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

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 _____

TO BENEFIT THE





People's Choice Home Brewer Application

Presented by

1st Place \$100 + Trophy
2nd Place \$75, 3rd Place \$50

Benefiting the
Lutheran Elementary School Association
Saturday, October 12, 2019 1-5 pm – Rain or Shine
Francis Park, The Lily Pond, 5399 Donovan Ave.
St. Louis, MO 63109
Estimated Attendance: 2,500+



Contact Name: _____ Name of Group or Individual Brewer: _____

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

Phone: _____ Cell Phone: _____ Email: _____

Ideally, you can provide two (2) or more gallons for sampling, either in bottle or keg. Participants to provide serving equipment, e.g. CO2, taps, jockey boxes, tubs, etc. LESA will provide ice, table, chairs. Detailed Description of product(s) or service(s) you will be sampling:

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 loss by reason thereof.

____ Yes, we agree to promote event on my social media outlets too!

<https://www.facebook.com/LESABrewintheLou>

Please list your social media addresses: _____

Signature of Exhibitor _____ Date _____

Lutheran Elementary School Association, 11123 South Towne Square, Suite F, St. Louis, MO 63123
314-200-0797, 314-200-0890 Fax
www.LESAstl.org/kauble@lesastl.org

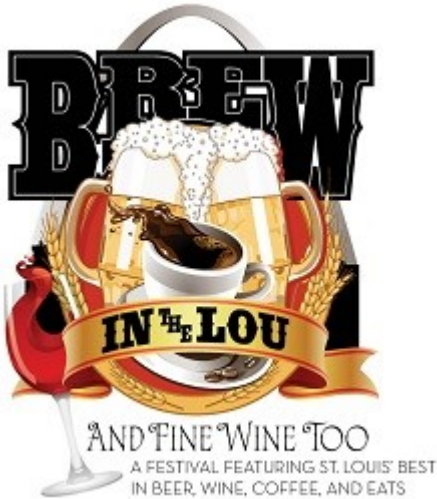


Saturday,
October 12, 2019

Francis Park

1-5 p.m.

Sponsored by



People's Choice Chili or Sausage Cook Off Vendor Agreement

Contact Name: _____ Business Name: _____

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

Phone: _____ Cell Phone: _____ Email: _____

Website: _____ Twitter Handle: _____

Facebook: _____ Google +: _____ Instagram: _____

____ Includes 2 chairs, one 8' table and table cover.

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

____ If tent is required to be provided by LESA, there is an additional fee of \$150.

____ St. Louis City Temporary Health Food Permit

____ Check here if you need electricity. _____ # of Posters Needed _____ # of Handbills Needed

Recommend 5+ gallon of chili or 25 # of bratwurst for public consumption. 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 loss by reason thereof.

Signature of Vendor _____ Date _____