

Brew in the Lou 2023

Saturday, October 14, 2023 • 1-5 pm • Francis Park

Sponsorship Opportunities



BREW IN THE LOU

Brew in the Lou is a sampling event featuring up to 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 benefit the 8,300 students enrolled in 34 member schools.

BENEFITS

- Media Package Valued at \$85,000+
- Anticipated 2023 attendance: 2500+ foodies
- 100+ 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 8,300 students served by the Lutheran Elementary Association in the Greater St. Louis region.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$15,000

Includes 10 event wristbands, 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 six event wristbands, 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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EXHIBIT SPONSOR: \$2,500

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



FESTIVAL SPONSOR: \$1,250

Includes two event wristbands, VIP access, verbal recognition at event and VIP access.

Select One

Presenting Sponsor (\$15,000 and above).

Stage Sponsor (\$5,000)

Exhibit Sponsor (\$2,500)

Festival Sponsor (\$1,250)

Event Patron (<=\$1,000)

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: _____

**Fundraiser to benefit
Lutheran education.**

