

SAINT LOUIS ART FAIR

presented by **EMERSON**[™]



2025 SPONSORSHIP OPPORTUNITIES

OUR MISSION

Inspiring and engaging our community with the foremost celebration of exceptional visual art.

Although each year, the Saint Louis Art Fair Presented by Emerson is held the weekend after Labor Day on the beautiful streets of Clayton, Missouri, this year's event promises to be among the most special in our history! We are celebrating our 31st Anniversary, and we hope you will join us the weekend of September 5-7!

We are proud of the Saint Louis Art Fair Presented by Emerson's unequivocal reputation as one of the most highly respected and sought after outdoor art fairs in the country. As affluent and discerning as they are influential, our visitors emanate from not only the Saint Louis area, but from throughout the Midwest. The Saint Louis Art Fair Presented by Emerson's cultural and economic impact on our region is undeniable.



BY THE NUMBERS

207

ARTISTS FROM
THROUGHOUT
THE CITY
AND BEYOND

130,000+

SLAF
VISITORS

450

DEDICATED
SLAF
VOLUNTEERS

3

INCREDIBLE
DAYS OF
CELEBRATING

16

**EXCEPTIONAL
SPONSORSHIP
OPPORTUNITIES**

3

LIVE
ENTERTAINMENT
STAGES

30+

WONDERFUL
NON-PROFIT
PARTNERS

\$797,071

TOTAL ADVERTISING
& MARKETING
CAMPAIGN

31

YEARS OF QUALITY
ENTERTAINMENT
FOR THE REGION
& COUNTING

YOUR OPPORTUNITY

The potential to engage 130,000+ high-discretionary income patrons who are well positioned and motivated to buy.

OUR VISITOR PROFILE...

| | | | |
|---|----------------------|---------------------------------|---------------------------|
| 38% Have annual income averaging \$125,000+ | 59% Female | 70% Ages 36-69 | 79% Own a Home |
| | 41% Male | 89% College Graduates | 92% Will Return |

AND THEY SEEK THE FINER THINGS...

| | | | |
|---|-------------------------------------|------------------------------------|--|
| 75% Visited a Gallery or Museum This Year | 42% Collect Fine Art | 22% Own a Vacation Home | 62% Regularly Travel Internationally |
| | 32% Travel by Cruise Ship | 24% Own a Luxury Vehicle | |

BENEFITS - THE RIGHT KIND OF EXPOSURE

As a sponsor of the Saint Louis Art Fair Presented by Emerson, your business will receive high-value marketing, promotion, and exposure through paid and earned media efforts that will reach your intended target audience both prior to and throughout the Saint Louis Art Fair Presented by Emerson's three-day weekend.

Through partnerships we have developed with major Saint Louis print and broadcast media, our outdoor, online, print, and broadcast advertising campaign in support of the Saint Louis Art Fair Presented by Emerson was valued at over \$797,000 in 2024.

Through customized sponsorship opportunities, your organization will benefit from an array of complementary digital, online, and social media campaigns that have been developed across multiple platforms, as well as numerous onsite signage and promotional opportunities throughout the Saint Louis Art Fair Presented by Emerson grounds while it is in progress.

We will customize any of the following sponsorship opportunities that will best suit your organization's brand, mission, and goals.

SOLD!

SAINT LOUIS ART FAIR PRESENTING SPONSOR

\$150,000

As our Presenting Sponsor, you will receive the highest level of visibility and exposure throughout the event and be regarded as our strongest supporter by the thousands of patrons who attend the Saint Louis Art Fair.

SPONSORSHIP BENEFITS:

Saint Louis Art Fair "Presented By" Category Exclusivity

Television Spots (when applicable)

Radio Spots (when applicable)

Logo on Volunteer Shirt

Logo on Promotional Poster

10' x 10' Space On-Site

Naming Rights for Specific Features

Program Guide Ad

Way Finder Banner

Logo Recognition on all On-Site Kiosks

Prominent recognition on the Official Saint Louis Art Fair Map

Logo Recognition in Official Saint Louis Art Fair Program Guide

Prominent Presence on Official Saint Louis Art Fair Website

25 Social Media Call Outs



BRAND A BLOCK OF THE ART FAIR

\$100,000

Stake your claim of an entire block of the Art Fair by rebranding the street and dramatically increasing your visibility! This opportunity includes an array of additional sponsorship benefits as listed below.

SPONSORSHIP BENEFITS:

- Saint Louis Art Fair Block of Your Choice Branding Exclusivity
- Radio Spots (when applicable)
- Logo on Promotional Poster
- 10' x 10' Space On-Site
- Naming Rights for Specific Features
- Program Guide Ad
- Way Finder Banner
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 20 Social Media Call Outs
- 40 VIP Credentials



SOLD!

MAIN STAGE SPONSOR

\$50,000

Design entertainment for our Main Stage to reach and entertain your demographic! Total cost is contingent upon the performing artist selected. Please see below for all special benefits included.

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- 10' x 10' Space On-Site
- Naming Rights for Specific Features
- Program Guide Ad
- Way Finder Banner
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 15 Social Media Call Outs
- 30 VIP Credentials



OFFICIAL PRODUCT OR SERVICE

\$20,000 - \$50,000

Your company's product or service will be recognized and promoted in advertising as the "Official [Your Product/Service]" of the Saint Louis Art Fair! Your complete sponsorship benefits are listed below.

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- 10' x 10' Space On-Site
- Naming Rights for Specific Features
- Program Guide Ad
- Way Finder Banner
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 10 Social Media Call Outs
- 18 VIP Credentials

CULINARY ARTS AT THE FAIR SPONSOR

\$30,000

This isn't your typical fair food! In fact, your brand will be associated with some of the best cuisine Saint Louis has to offer. A complete list of your sponsorship benefits may be found below.

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- 10' x 10' Space On-Site
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- Naming Rights for Specific Features
- Program Guide Ad
- Way Finder Banner
- 10 Social Media Call Outs
- 18 VIP Credentials

SOLD!

CREATIVE CASTLE & PERFORMING ARTS STAGE SPONSOR

\$30,000

These activities attract approximately 16,000 children and their families to the Art Fair each year! Your sponsorship is a great way to capture this valuable family demographic—see below for all the benefits.

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- 10' x 10' Space On-Site
- Naming Rights for Specific Features
- Way Finder Banner
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 8 Social Media Call Outs
- 14 VIP Credentials



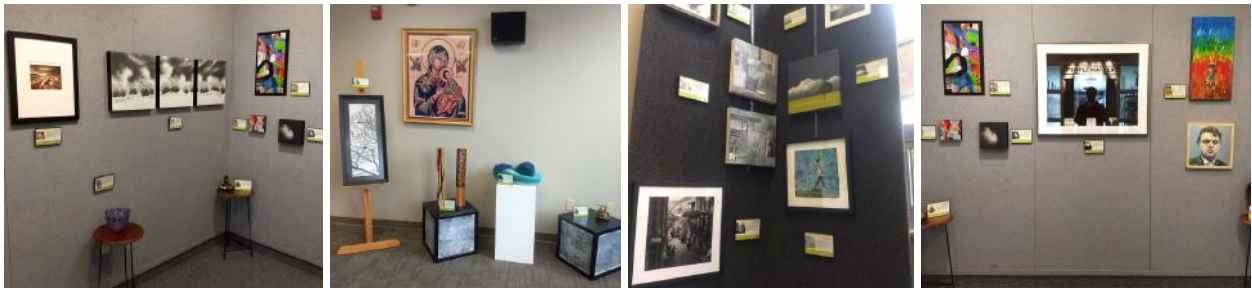
PUBLIC ART COLLECTION SPONSOR

\$30,000

Your company could become the Presenting Sponsor for the Saint Louis Art Fair Public Art Collection! This special collection travels to schools, libraries, and other public spaces in the Saint Louis area throughout the year. All sponsorship benefits for this opportunity may be found below.

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- 10' x 10' Space On-Site
- Naming Rights for Specific Features
- Program Guide Ad
- Way Finder Banner
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 10 Social Media Call Outs
- 18 VIP Credentials



SUSTAINABILITY SPONSOR

\$25,000

With your support, the Saint Louis Art Fair will have the resources to develop and implement a recycling program, as we continue striving to minimize our environmental impact! Your complete sponsorship benefits are listed below.

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- 10' x 10' Space On-Site
- Naming Rights for Specific Features
- Way Finder Banner
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 8 Social Media Call Outs
- 14 VIP Credentials

SOLD!

VIP LOUNGE SPONSOR

\$25,000

Located near the Main Stage area, the VIP Lounge caters to high-profile guests, donors, and sponsors of the Saint Louis Art Fair. Take advantage of exclusive access for you and your guests, as well as prominent branding opportunities! Additional sponsorship benefits are delineated below.

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- 10' x 10' Space On-Site
- Naming Rights for Specific Features
- Way Finder Banner
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 8 Social Media Call Outs
- 14 VIP Credentials



EMERGING ARTISTS SPONSOR

\$25,000

This year-round program provides a unique opportunity for rising artists to learn about the business side of the arts! Your year-long presenting sponsorship features naming rights and branding opportunities at the prominently located Saint Louis Art Fair Emerging Artists Booth. Your complete sponsorship benefits are listed below.

SPONSORSHIP BENEFITS:

- Naming Rights for Specific Features
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 8 Social Media Call Outs
- 8 VIP Credentials

SOLD!

VOLUNTEER CORPS SPONSOR

\$25,000

Consider supporting the heart of the Saint Louis Art Fair—our over 350 volunteers who work tirelessly to ensure the success of this vast and complex event each year! Complete benefits are listed below.

SPONSORSHIP BENEFITS:

- Logo on Volunteer T-Shirt
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 6 Social Media Call Outs
- 6 VIP Credentials

INDEPENDENT ARTIST STAGE SPONSOR

\$15,000

Show your organization's support for local, independent performing artists! Your sponsorship of the new Independent Artists Stage, located at the intersection of Forsyth and Brentwood Boulevards, will be just the ticket. All additional sponsorship benefits are listed below.

SPONSORSHIP BENEFITS:

- Naming Rights for Specific Features
- Logo Recognition on all On-Site Kiosks
- Prominent recognition on the Official Saint Louis Art Fair Map
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 6 Social Media Call Outs
- 6 VIP Credentials

PARTICIPATING SPONSOR

\$12,500

Take advantage of this opportunity for your organization to become part of the Saint Louis Art Fair! You will receive dedicated exhibiting space on the festival site, so that you can engage Art Fair patrons with your brand in face-to-face interaction. Listed below, you'll find a complete list of your sponsorship benefits.

SPONSORSHIP BENEFITS:

- 10' x 10' Space On-site
- Way Finder Banner
- Logo Recognition on all On-Site Kiosks
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- 4 Social Media Call Outs
- Prominent Presence on Official Saint Louis Art Fair Website
- 4 VIP Credentials

INFORMATION KIOSK SPONSOR

\$10,000

Give your organization the recognition it deserves! Your product or service will be recognized as the “Official [Your Product/ Service]” at all Saint Louis Art Fair information kiosks and guest relations booths throughout the festival weekend. Please see below for the additional benefits you will enjoy.

SPONSORSHIP BENEFITS:

- Logo Recognition on all On-Site Kiosks
- Logo Recognition in Official Saint Louis Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 4 Social Media Call Outs
- 4 VIP Credentials

SAINT LOUIS ART FAIR AMBASSADOR SPONSOR

\$5,000

Members of your organization can become Saint Louis Art Fair Ambassadors! Put a team together to promote your business through face-to-face interactions with our guests as you welcome them to the event, offer a program guide, or provide directions. See below for your sponsorship benefits.

SPONSORSHIP BENEFITS:

- Prominent Presence on Official Saint Louis Art Fair Website
- 2 Social Media Call Outs
- 2 VIP Credentials

CONTRIBUTING SPONSOR

\$2,500

Receive valuable name association with the Saint Louis Art Fair in all applicable components of the expansive marketing campaign and through on-site signage. Please see below for all additional benefits.

SPONSORSHIP BENEFITS:

- Prominent Presence on Official Saint Louis Art Fair Website
- 2 Social Media Call Outs
- 2 VIP Credentials

DID YOU KNOW?

We are proud of the national reputation the Saint Louis Art Fair Presented by Emerson has earned over the last 31 years. Here are some important facts you should know while considering becoming a valued sponsor.

The Saint Louis Art Fair Presented by Emerson is the Event of the season! Each September, over 130,000 art enthusiasts converge on the streets of Clayton, Missouri, for three exciting days to experience an exceptional array of the arts alfresco. The Saint Louis Art Fair Presented by Emerson fills the downtown streets with captivating sights, sounds, and flavors as an extraordinary gathering of artists, musicians, dancers, theatrical performers, exhibitors and restaurants take part in three thrilling days of celebration.

We have an unwavering commitment to our mission. We are dedicated to our mission to “inspire and engage our community with the foremost celebration of exceptional visual Art.” In support of this mission, we create access to a broad array of visual and performing art experiences, nurture the development and understanding of diverse art forms and cultures, and encourage the expansion of cultural life in Saint Louis and beyond. Consistent with our goal to make the arts accessible to everyone, the Saint Louis Art Fair Presented by Emerson offers all programming and activities completely free of charge to our patrons.

The Saint Louis Art Fair Presented by Emerson boasts an impressive track record of success. Since its inception in 1994, the Saint Louis Art Fair Presented by Emerson has received awards locally, regionally, nationally and even internationally. The International Festivals and Events Association has presented the Art Fair with over 100 awards, and Art Fair Sourcebook has regularly ranked the Saint Louis Art Fair Presented by Emerson in the Top 10 in the country. In 2019, the Saint Louis Art Fair Presented by Emerson ranked number two in the nation in exhibitor sales. In addition, it has benefitted the region both culturally and economically in a myriad of significant ways.

The Saint Louis Art Fair is a Section 501(c)(3) not-for-profit organization. While the Saint Louis Art Fair Presented by Emerson receives tremendous support from the City of Clayton, it receives no direct financial support from the City and must rely on corporate and business sponsorships, grant monies, and individual donations for its operating expenses.



The Saint Louis Art Fair Presented by Emerson attracts an affluent, educated and influential audience. Our visitors enjoy a high caliber of original art, entertainment, and cuisine. Research indicates our festival participant profiles are demographically diverse with approximately half earning an annual income over \$120,000.

Tremendous community and volunteer support throughout the year make it all possible. The Saint Louis Art Fair Presented by Emerson actively recruits and engages community volunteers throughout the year. More than 450 dedicated volunteers contribute more than a combined 10,000 hours toward the successful planning, coordination, and execution of the Saint Louis Art Fair Presented by Emerson each year.

The Saint Louis Art Fair Presented by Emerson offers year-round outreach programming. In support of our mission, the Saint Louis Art Fair administers year-round outreach programs that include our Emerging Artists Program and our traveling Public Art Collection. In addition, we provide workshops for artists and host a Mock Jury to help prepare new artists for the application process.

Sponsoring the Saint Louis Art Fair Presented by Emerson provides a measurable return on investment. Supporting festivals through sponsorship has a demonstrable impact on consumer sales and offers the most conducive environment for experiential sampling. We offer a wide range of sponsorship options to meet your company's marketing goals through customized programs of onsite branding, one-to-one marketing, and extensive promotional exposure. It is an exceptional opportunity!

WHY WE SUPPORT THE ART FAIR

"This was overall a **GREAT** experience. Thank you for everything!"

"...the reach out to emerging artists is an **outstanding program** that will hopefully encourage new artists to enter this field."

"I think the **St. Louis community supports this event with so much enthusiasm** and we are all glad to be back and rolling after the Covid interruption!"

"Truly **one of the best festivals** to exhibit in the country."

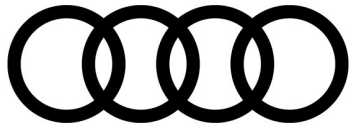
"The organization, communication, and problem solving was **stellar.**"

"Once again the director and staff provided a **top quality Art Fair** ...the **quality of the art at the show** was one of the **best ever....**"

DON'T MISS THIS SPECIAL CHANCE TO BE AN IMPORTANT PART OF THE 32nd ART FAIR BY BECOMING A VALUED SPONSOR

OUR AMAZING 2024 SPONSORS

OFFICIAL AUTOMOTIVE SPONSOR



OFFICIAL BEER SPONSOR



GREY EAGLE
DISTRIBUTORS

2024 SAINT LOUIS ART FAIR BEVERAGE SPONSORS



ART FAIR SPONSORS



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SPONSORSHIP PACKAGE

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The Saint Louis Art Fair is a not-for profit corporation, designated by the Internal Revenue Service as a 501(c)3 organization and is tax-exempt in the state of Missouri. All support goes directly toward presentation of the annual Art Fair and its cultural outreach programs and services presented throughout the year. Donations to the Art Fair are tax-deductible as a charitable contribution.