

SAINT LOUIS ART FAIR

presented by **EMERSON**[™]



2026 SPONSORSHIP OPPORTUNITIES

OUR MISSION

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

Since 1994, the Saint Louis Art Fair presented by Emerson has been held each September on the beautiful streets of Clayton, Missouri, and this year's event promises to be among the most special in our history! We hope you will join us the weekend of September 18-20, 2026, for our 33rd Art Fair!

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 St. 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
AND MARKETING
CAMPAIGN

31

YEARS OF QUALITY
ENTERTAINMENT
FOR THE REGION
AND 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 St. 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 2025.

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.

RESERVED

SAINT LOUIS ART FAIR PRESENTING SPONSOR

\$200,000

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 presented by Emerson.

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
- Optiona 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 Art Fair Map
- Logo Recognition in Official Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 25 Social Media Call Outs
- 50 VIP Credentials



RESERVED

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
- Optional 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 Art Fair Map
- Logo Recognition in Official 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 presented by Emerson! Your complete sponsorship benefits may include:

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- Optional 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 Art Fair Map
- Logo Recognition in Official Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 10 Social Media Call Outs
- 18 VIP Credentials

RESTAURANT ROW SPONSOR

\$30,000

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

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- Optional 10' x 10' Space On-Site
- Logo Recognition on all On-Site Kiosks
- Prominent Recognition on the Official Art Fair Map
- Logo Recognition in Official 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

RESERVED

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
- Optional 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 Art Fair Map
- Logo Recognition in Official 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 sponsor for the Saint Louis Art Fair presented by Emerson Public Art Collection! This special collection travels to schools, libraries, and other public spaces in the St. Louis area throughout the year. All sponsorship benefits for this opportunity may be found below.

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- Optional 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 Art Fair Map
- Logo Recognition in Official 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 presented by Emerson 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
- Optional 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 Art Fair Map
- Logo Recognition in Official Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 8 Social Media Call Outs
- 14 VIP Credentials

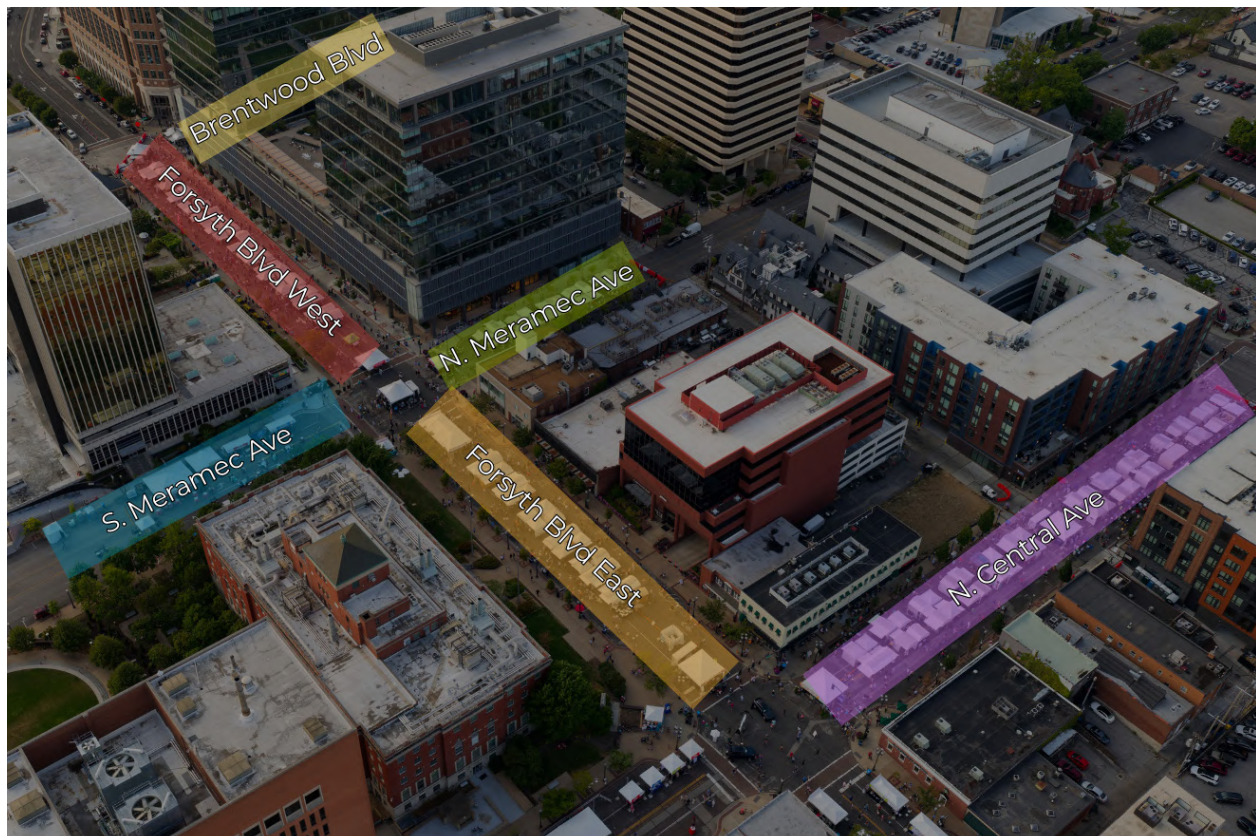
BRAND A BLOCK OF THE ART FAIR

\$25,000

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:

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



VIP LOUNGE SPONSOR

\$25,000

Conveniently located near all of the main attractions, the VIP Lounge caters to high-profile guests, donors, and sponsors of the Saint Louis Art Fair presented by Emerson. Take advantage of exclusive access for you and your guests, as well as prominent branding opportunities! Additional sponsorship benefits may include:

SPONSORSHIP BENEFITS:

- Logo on Promotional Poster
- Optional 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 Art Fair Map
- Logo Recognition in Official Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 8 Social Media Call Outs



RESERVED 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! This special year-long sponsorship features naming rights and branding opportunities at the prominently located Saint Louis Art Fair presented by Emerson 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 Art Fair Map
- Logo Recognition in Official Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 8 Social Media Call Outs
- 8 VIP Credentials

RESERVED

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 Art Fair Map
- Logo Recognition in Official Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 6 Social Media Call Outs
- 6 VIP Credentials

RESERVED

PARTICIPATING SPONSOR

\$12,500

Take advantage of this opportunity for your organization to become part of the Saint Louis Art Fair presented by Emerson! 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:

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

RESERVED

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 presented by Emerson 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 Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 4 Social Media Call Outs
- 4 VIP Credentials

RESERVED CORPORATE PARTY OPPORTUNITIES

STARTING AT \$10,000

Host an exclusive corporate party at the Art Fair—an unforgettable way to entertain clients, reward employees, and celebrate the arts. Friday and Saturday night options available.

SPONSORSHIP BENEFITS:

- Onsite Tent Space (Size Depends on Your Needs)
- Rental Furniture
- Limited Restroom Trailer Add-On (Additional Cost)
- Logo Recognition on all On-Site Kiosks
- Logo Recognition in Official Art Fair Program Guide
- Prominent Presence on Official Saint Louis Art Fair Website
- 6 Social Media Call Outs
- 6 VIP Credentials



RESERVED LIMITED MOBILITY TOUR SPONSOR

\$5,000

As the Limited Mobility Tour Sponsor, your brand supports our guided golf cart tours on Saturday and Sunday mornings, providing guests with mobility challenges an up-close, interactive experience with the artists and artwork—ensuring everyone can enjoy the Art Fair.

SPONSORSHIP BENEFITS:

- Logo Included on Limited Mobility Tour Golf Carts
- Prominent Presence on Official Saint Louis Art Fair Website
- Logo Recognition in Official Art Fair Program Guide
- 2 Social Media Call Outs
- 2 VIP Credentials



SAINT LOUIS ART FAIR AMBASSADOR SPONSOR

\$5,000

Members of your organization can become Saint Louis Art Fair presented by Emerson Ambassadors! Put together a team to promote your business through face-to-face interactions with out 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
- Logo Recognition in Official Art Fair Program Guide
- 2 Social Media Call Outs
- 2 VIP Credentials

RESERVED

THE REVEAL SPONSOR

STARTING AT \$5,000

As The Reveal Sponsor, your brand will be featured at the exclusive unveiling of the Saint Louis Art Fair presented by Emerson's Commemorative Print—a highly anticipated event held one month before the Art Fair that builds excitement and celebrates the upcoming season of art and community.

SPONSORSHIP BENEFITS:

- Logo Included on The Reveal Invitations
- Logo Included on eNewsletters for The Reveal
- Prominent Presence on Official Saint Louis Art Fair Website
- Logo Recognition in Official Art Fair Program Guide
- 2 Social Media Call Outs
- 2 VIP Credentials



RESERVED

THE PREVIEW SPONSOR

STARTING AT \$5,000

As The Preview Sponsor, your brand will be highlighted at our springtime Young Professionals event, offering an exclusive first look at the Saint Louis Art Fair presented by Emerson's artists and a chance to connect with emerging collectors and art enthusiasts before the fair opens.

SPONSORSHIP BENEFITS:

- Logo Included on The Preview Invitation
- Logo Included on eNewsletters for The Preview
- Prominent Presence on Official Saint Louis Art Fair Website
- Logo Recognition in Official Art Fair Program Guide
- 2 Social Media Call Outs
- 2 VIP Credentials

THE TOAST SPONSOR

STARTING AT \$5,000

As The Toast Sponsor, your brand will be highlighted at the Friday night celebration that kicks off the Saint Louis Art Fair presented by Emerson, where our Board of Directors, sponsors, and other community leaders gather to raise a glass and toast to the opening of the weekend.

SPONSORSHIP BENEFITS:

- Logo Included on The Toast Invitations
- Prominent Presence on Official Saint Louis Art Fair Website
- Logo Recognition in Official Art Fair Program Guide
- 2 Social Media Call Outs
- 2 VIP Credentials

CONTRIBUTING SPONSOR

\$2,500

Receive valuable name association with the Saint Louis Art Fair presented by Emerson 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
- Company Listed in Official Art Fair Program Guide (no logo)
- 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 32 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 St. 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. This year, the Missouri Arts Council honored the Saint Louis Art Fair presented by Emerson with the Best Arts Organization in the State of Missouri Award.

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 presented by Emerson 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."

"It's become a **family tradition**! The staff is friendly, the art is beautiful, and the patrons are excited! What's not to love?"

"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 33rd ART FAIR BY BECOMING A VALUED SPONSOR TODAY!





OUR AMAZING 2025 SPONSORS

PRESENTING SPONSOR



OFFICIAL SPONSORS



CHAMPION SPONSORS



AMBASSADOR SPONSORS



CONTRIBUTING SPONSORS



WITH SUPPORT FROM

William T. Kemper Foundation



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CONTACT US **TODAY** TO
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Saint Louis Art Fair Team
and ProPhoto STL

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.