The Saint Louis Art Fair (SLAF), held the weekend after Labor Day weekend on the beautiful streets of Clayton, is one of the most prestigious outdoor art fairs in the country. It hosts a large and affluent audience from throughout the Saint Louis area and the Midwest region.
YOUR OPPORTUNITY

POTENTIAL TO ENGAGE 130,000+ HIGH DISCRETIONARY INCOME PATRONS.
THEY HAVE THE WHEREWITHAL AND INCLINATION TO BUY.

PATRON PROFILE:

59% Female
61% Ages 36-69
45% Have an average HHI of $125,000+

68% Married
79% Own a home
75% College graduates
70% Spend 4 hrs + at the festival

AND THEY SEEK FINER THINGS:

42% Collect fine art
75% Visited a gallery or museum this year

22% Own a vacation home
24% Own a luxury vehicle
62% Travel internationally regularly
32% Travel by cruise ship

BENEFITS. THE RIGHT KIND OF EXPOSURE!

Sponsors receive high value marketing, promotion, and exposure through paid and earned media efforts that will reach your intended target audience. We’ve crafted partnerships with major Saint Louis print and broadcast media; our outdoor, on-line, print, and broadcast advertising campaign in support of SLAF is valued at over $750,000; we’ve also developed complementary digital, on-line and social media campaigns across multiple platforms; plus numerous on-site signage and promotion opportunities throughout the festival grounds.
SPONSORSHIP PORTFOLIO

($150,000 - SOLD)

PRESENTING SPONSOR
Highest level of visibility and exposure throughout the event to thousands of patrons who attend the Saint Louis Art Fair.

INVESTMENT $100,000

OWN A BLOCK OF THE FAIR
Put yourself on the map by branding a block of the Art Fair to increase your visibility.

INVESTMENT $50,000

POP-UP PERFORMANCE SPONSOR
Name association with the street performers that roam around the Saint Louis Art Fair engaging and entertaining attendees.

INVESTMENT $50,000

STAGE SPONSOR
Design the entertainment to reach your demographic. Total cost contingent upon performing artist selected.

INVESTMENT $20,000 - $50,000

OFFICIAL SPONSOR
Your product or service will be recognized in advertising as the “Official Product” or “Official Service” of the Saint Louis Art Fair.

INVESTMENT $30,000

PLEASURES OF THE PALATE SPONSOR
This isn’t your typical fair food. We’re talking about Your brand associated with the best in Culinary Arts.

INVESTMENT $30,000

PUBLIC ART COLLECTION SPONSOR
The Saint Louis Art Fair Public Art Collection, presented by “Sponsor Name.” The collection travels to schools, libraries, and other public spaces during the year.
INVESTMENT $30,000
CREATIVE CASTLE & PERFORMING ARTS STAGE SPONSOR
A great way to capture the family demographic and sees approximately 8,000 children per day.

INVESTMENT $25,000
EMERGING ARTIST SPONSOR
Year-round opportunity for collegiate and rising artists to learn about business in the arts.

INVESTMENT $25,000
VOLUNTEER CORPS SPONSOR
The success of the Saint Louis Art Fair depends largely on the generosity of over 1,000 volunteers who work tirelessly before, during, and after the event.

INVESTMENT $12,500
PARTICIPATING SPONSOR
Come engage participants with your brand in face-to-face interaction.

INVESTMENT $10,000
INFORMATION KIOSK SPONSOR
Your product or service will be recognized as the “Official Product” or “Official Service” at SLAF information kiosks and guest relations booths.

INVESTMENT $7,500
PAVEMENT POSTER SPONSOR
Pavement Posters are an attractive way to grab the attention of the 130,000 Art Fair guests. The Pavement Posters would allow guests to immediately download the SLAF app by using a QR code.

INVESTMENT $5,000
FESTIVAL AMBASSADOR SPONSOR
Option 1 – Put a team together to Promote your business through face-to-face interactions with SLAF guests as you welcome them, offer a program guide, or provide direction.
Option 2- Put a team together to Promote your business through face-to-face interactions as you survey SLAF guests.

INVESTMENT $2,500
CONTRIBUTING SPONSOR
Receive name association with the festival in all applicable elements of the expansive marketing and on-site signage.
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Presenting Sponsor</strong></td>
<td>- Presenting Sponsorship</td>
</tr>
<tr>
<td><strong>路段</strong></td>
<td>- Roadside Ads</td>
</tr>
<tr>
<td><strong>Official Sponsor</strong></td>
<td>- Official Sponsorship</td>
</tr>
<tr>
<td><strong>Stage Sponsor</strong></td>
<td>- Stage Sponsorship</td>
</tr>
<tr>
<td><strong>Pop Up Performance Sponsor</strong></td>
<td>- Pop Up Performance Sponsorship</td>
</tr>
<tr>
<td><strong>Information Kiosk Sponsor</strong></td>
<td>- Information Kiosk Sponsorship</td>
</tr>
<tr>
<td><strong>Volunteer Corps Sponsor</strong></td>
<td>- Volunteer Corps Sponsorship</td>
</tr>
<tr>
<td><strong>Participating Sponsor</strong></td>
<td>- Participating Sponsorship</td>
</tr>
<tr>
<td><strong>Emerging Artists Sponsor</strong></td>
<td>- Emerging Artists Sponsorship</td>
</tr>
<tr>
<td><strong>Public Art Collection Sponsor</strong></td>
<td>- Public Art Collection Sponsorship</td>
</tr>
<tr>
<td><strong>Creative Castle Performing Arts Stage Sponsor</strong></td>
<td>- Creative Castle Performing Arts Stage Sponsorship</td>
</tr>
<tr>
<td><strong>Pleasures of the Palate Sponsor</strong></td>
<td>- Pleasures of the Palate Sponsorship</td>
</tr>
<tr>
<td><strong>200 x 10' Space On-Site</strong></td>
<td>- 200 x 10' Space On-Site</td>
</tr>
<tr>
<td><strong>Naming Rights For Specific Features</strong></td>
<td>- Naming Rights For Specific Features</td>
</tr>
<tr>
<td><strong>Program Guide Advertisement</strong></td>
<td>- Program Guide Advertisement</td>
</tr>
<tr>
<td><strong>Way Finder Banner</strong></td>
<td>- Way Finder Banner</td>
</tr>
<tr>
<td><strong>Logo Recognition</strong></td>
<td>- Logo Recognition</td>
</tr>
<tr>
<td><strong>On-Site Kiosks</strong></td>
<td>- On-Site Kiosks</td>
</tr>
<tr>
<td><strong>Logo Recognition</strong></td>
<td>- Logo Recognition</td>
</tr>
<tr>
<td><strong>Program Guide Advertisement</strong></td>
<td>- Program Guide Advertisement</td>
</tr>
<tr>
<td><strong>Social Media Call Outs</strong></td>
<td>- Social Media Call Outs</td>
</tr>
<tr>
<td><strong>Website Presence</strong></td>
<td>- Website Presence</td>
</tr>
<tr>
<td><strong>VIP Credentials</strong></td>
<td>- VIP Credentials</td>
</tr>
</tbody>
</table>

*This is a sampling of benefits. Please call 314-863-0278 for more information. [Saint Louis Art Fair](https://www.saintlouisartfair.com)*
SAINT LOUIS ART FAIR

DID YOU KNOW?

THE EVENT OF THE SEASON
Annually in September, over one hundred thirty thousand people converge on the Central Business District of Clayton, Missouri to interact with the arts alfresco. The streets are filled with fascinating sights and sounds as artists, musicians, dancers, theatrical performers, exhibitors & restaurants take part in the three-day celebration.

THE FESTIVAL HAS A SOLID ORGANIZATIONAL MISSION
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 arts experiences, nurture the development and understanding of diverse art forms and cultures, and encourage the expanding depth and breadth of cultural life in the greater Saint Louis region. Through exhibition, sale, performance and education, we collaborate with and serve the community.

FREE TO ALL
All programming is offered FREE to our patrons in support of the Saint Louis Art Fair’s mission to make the arts accessible to everyone.

AN AFFLUENT, EDUCATED AND SOPHISTICATED AUDIENCE
Festival attendees enjoy original art, entertainment, food & fun. Research concludes Saint Louis Art Fair participant profiles are made up of a variety of demographics with over half of our audience having an income in excess of $250,000. In 2019, the Saint Louis Art Fair ranked number two in the nation in exhibitor sales.

OUTSTANDING COMMUNITY AND VOLUNTEER SUPPORT
The Saint Louis Art Fair actively recruits and maintains community volunteers. More than 1,000 individuals volunteer in excess of 10,000 hours toward the successful planning and coordination of the festival.

OUTREACH PROGRAMMING
Saint Louis Art Fair administers year-round outreach programs including Emerging Artist as Entrepreneurs and a traveling Public Art Collection; provides workshops for artists, and hosts a Mock Jury. Each of these programs is offered in support of SLAF’s mission to make arts accessible to everyone.

IMPRESSIVE TRACK RECORD
Since its inception in 1994, SLAF has received awards locally, regionally, nationally, and internationally. International Festivals and Events Association has presented SLAF with over 100 awards, and Art Fair Sourcebook has regularly ranked us in the the Top 10 across the country.

DEMONSTRATED, PROVEN RETURN ON INVESTMENT
Participating in festivals has a measurable impact on consumer sales and provides the most conducive environment for experiential sampling. The Saint Louis Art Fair offers a wide range of sponsorship opportunities to meet any company’s marketing goals through customized programs of on-site branding, one-to-one marketing and extensive promotional exposure.
SAINT LOUIS ART FAIR

CONTACT US TODAY TO BUILD YOUR CUSTOM SPONSORSHIP PACKAGE!

Sarah Umlauf, Executive Director
sumlauf@culturalfestivals.com
(314) 863-0278

Cultural Festivals
225 S. Meramec Ave., Suite 105
Saint Louis, MO 63105

saintlouisartfair.com

Photography by Judy Bernard and ProPhotoSTL.