



2022 Sponsor Prospectus

BY THE NUMBERS

Reconnect Through Art

ART, MUSIC, FOOD, DRINK, CAMARADERIE

153

100,000+

2

\$360,000+

3

600+

20+

29

10

1

ARTISTS

PATRONS OVER 3 DAYS

LIVE ENTERTAINMENT STAGES

TOTAL ADVERTISING
AND MARKETING CAMPAIGN

DAYS, THE WEEKEND AFTER LABOR DAY

VOLUNTEERS

NON-PROFIT PARTNERS

YEARS OF FUN FOR SAINT LOUIS

FREE ART ACTIVITIES FOR CHILDREN

**GREAT SPONSORSHIP
OPPORTUNITY!**



THE SAINT LOUIS ART FAIR PRESENTED BY CENTENE CHARITABLE FOUNDATION (SLAF), HELD THE WEEKEND AFTER LABOR DAY ON THE BEAUTIFUL STREETS OF DOWNTOWN CLAYTON, MO IS ONE OF THE MOST PRESTIGIOUS OUT-DOOR ART FAIRS IN THE COUNTRY. WE HOST AN AFFLUENT AND DISCERNING AUDIENCE FROM THROUGHOUT THE SAINT LOUIS AREA AND THE MIDWEST REGION.

Your Opportunity!

POTENTIAL TO ENGAGE 100,000+ HIGH-DISCRETIONARY INCOME PATRONS.
THEY HAVE THE WHEREWITHAL AND INCLINATION TO BUY.



PATRON PROFILE:

48%
Female

54%
Ages 36-69

55%
Have an
average income
of \$120,000+

89%
College
graduates

79%
Own a home

52%
Male

84%
Will return
next year

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 \$360,000** in 2021; 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!

INVESTMENT \$150,000

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

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

VIP LOUNGE SPONSOR

The VIP Lounge experience caters to high-profile guests at the Art Fair and is located near the Main Stage entertainment. Receive exclusive access for you and your guests plus prominent branding opportunities.

INVESTMENT \$25,000

EMERGING ARTIST SPONSOR

Year-round opportunity for collegiate and rising artists to learn about business in the arts. Your sponsorship includes presenting naming rights of this year-round program and branding opportunities at the Saint Louis Art Fair Emerging Artists booth prominently placed at the center of the festival.

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 \$15,000

INDEPENDENT ARTISTS STAGE SPONSOR

Show your support for local, independent performing artists with your sponsorship of the new Independent Artists Stage located at the intersection of Forsyth and Brentwood Boulevards.

INVESTMENT \$12,500

PARTICIPATING SPONSOR

Come engage participants with your brand in face-to-face interaction. Participating Sponsors receive dedicated exhibiting space on the festival site.

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 \$5,000

FESTIVAL AMBASSADOR SPONSOR

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.

INVESTMENT \$2,500

CONTRIBUTING SPONSOR

Receive name association with the festival in all applicable elements of the expansive marketing and on-site signage.



SPONSORSHIP →
BENEFITS ←

	PRESENTING SPONSOR	OWN A BLOCK OF THE ART FAIR	STAGE SPONSOR	OFFICIAL SPONSOR	CREATIVE CASTLE PERFORMING ARTS STAGE	PLEASURES OF THE PALATE	PUBLIC ART COLLECTION (ADDITIONAL BENEFITS NOT LISTED BELOW)	VIP LOUNGE	EMERGING ARTISTS	VOLUNTEER CORPS	PARTICIPATING SPONSOR	INFORMATION KIOSK SPONSOR	PAVEMENT POSTER SPONSOR	FESTIVAL AMBASSADOR SPONSOR	CONTRIBUTING SPONSOR
“SAINT LOUIS ART FAIR PRESENTED BY”	✓														
CATEGORY EXCLUSIVITY	✓	✓													
TELEVISION SPOTS	✓														
RADIO SPOTS	✓	✓													
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	✓	✓	✓	✓	✓	✓		✓	✓	✓			✓		
RECOGNITION ON FESTIVAL MAP	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
LOGO RECOGNITION ON-SITE KIOSKS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
LOGO RECOGNITION PROGRAM GUIDE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
SOCIAL MEDIA CALL OUTS	25	20	15	10	10	10	10	8	8	8	8	3	3		
WEBSITE PRESENCE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
VIP CREDENTIALS	50	40	30	18-30	18	18	18	14	14	14	8	6	4	4	2

\$150,000
\$100,000
\$50,000
\$50,000
\$20,000 - \$50,000
\$30,000
\$30,000
\$25,000
\$25,000
\$25,000
\$25,000
\$12,500
\$10,000
\$7,500
\$5,000
\$2,500

*This is a sampling of benefits. Please call 314-863-0278 for more information.

Saint Louis Art Fair

Did you know?

THE EVENT OF THE SEASON

Annually in September, over eighty thousand people converge on the streets of Downtown 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 annual income in excess of \$120,000.

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. In 2019, the Saint Louis Art Fair ranked number two in the nation in exhibitor sales.

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!

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Photography by Saint Louis Art Fair Team and ProPhoto STL.



The Saint Louis Art Fair presented by Centene Charitable Foundation 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.