



2022 Sponsorship Packet

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The St. Louis World's Fare Heritage Festival & Games returns to **Forest Park** celebrating its 7th year and first year as a Federal 501c3 Non Profit.

We are bringing back the FREE 3 DAY festival to the Upper Muny Lot **September 2-4, 2022.**

Introduction:

The St. Louis World's Fare Heritage Festival & Games was created to help educate and keep alive the grand legacy of St. Louis, while finding new creative ways to support the City's Chefs, artists, business owners, dancers, & musicians.

The Festival's name is meant to have the word "Fare" in it as a pun, tying in Food Fare to the event which is a major component of the City's Identity.

St. Louis' Food Fare has been 2nd to no other city since 1904. Actually the 1904 St. Louis World's Fair introduced World cuisine on such a large scale to a region in a time of no radio, TV, or the internet.

This event gave St. Louis a deep knowledge in the diverse foods from Europe, Asia, Africa, South America, and from many other corners of the world.

Our modern version of the 1904 World's Fare Festival features the region's best Food Trucks with a focus on diverse cultures being represented on an annual basis in Forest Park.

This Festival is designed to celebrate the City's Heritage and the Region's talent of today through Art, Food, Music, Dance and educational activities.

The event averages over 25,000 visitors over the 2.5 days from across the region.

These guests discover local artists, entertainers, and favorite food trucks.

All of this with the historic Forest Park background which is the Best Park in America. (Voted Number 1 Urban Park in the county-USA Today, 2019)

This community festival celebrates the rich history of our great city while highlighting its rich diversity.

This heritage festival is an important part of St. Louis' cultural history as it celebrates the history of Forest Park which was the location of 1904 St. Louis World's Fair, The Louisiana Purchase Exposition, and the III Olympiad.

These three incredible events converged together in St. Louis at the same time creating one Global Event that was the greatest event on earth to that date. People traveling from all over the world came to see the wonders in St. Louis. A city leading the New World displaying new marvelous technologies of the future and creating an information highway that was a marvel in its time.

At that moment in time St. Louis was a Modern Oasis city, the Beacon of light in the New World:

1. The St. Louis World's Fair was competing to be larger than the 1893 World's Fair in Chicago.
2. The Louisiana Purchase Exposition took place to celebrate the golden achievement of the US Government's purchase of one of the largest territories in History from the notorious French leader Napoleon Bonaparte and the land was explored successfully by two of the country's biggest legendary heroes, Lewis & Clark.
3. St. Louis was to be the host to III Olympiad, the first Modern Olympics ever to be held outside of Europe, which made it the first English speaking Olympics in History.

Merits and Accomplishments:

-Received City of St. Louis Resolution from the Board of Aldermen. Signed Unanimously for the work that the Board of Directors and all Participants for hosting the St. Louis World's Fare Annual Heritage Festival.

-RFT top 75 things to do over the summer 2019 in St. Louis

-Southwest award

-Mayor of St. Louis Declared live that the StL World's Fare Festival was one of the city's best events!

What's New in 2022 For St. Louis World's Fare Festival:

It will be the Newest STL Holiday festival, featured on Labor Day weekend, with a New festival partner the RFT, New free parking for guests, New VIP packages available with a reserved parking spot, New National Music Act performances and a New closing ceremony with awards from the weekend's activities & the New Bar Olympics that is raising money for local charities.



Main Stage - The Main Stage features a diverse lineup of entertainment with a National Music Act to draw guests from around the region that will be backed up with dance, music, and cultural performances from regional entertainers. The Festival has hosted performers such as Marquise Knox, Javier Mendoza, Middle Class Fashion, Illphonics, The Schwag, Aaron Kamm & the One Drops, Chingy, and Blank Generation.

The MainStage has also hosted local community youth talent from COCA Performing Arts Center, the Demetrious Johnson Charitable Foundation & Community Center, School of Rock and many more.



Kid's Island - An interactive wonderland packed with games, family activities, entertainment, arts & crafts for all to enjoy!

In the past, we've had St. Louis Children's Hospital, Wildlife Command Center, Impish Grin Face Painting and many more to educate and entertain in addition to showcasing young talent with musical performances ranging from COCA's talented cast to NiMoli Hip Hop Dance Crew on the Main Stage.

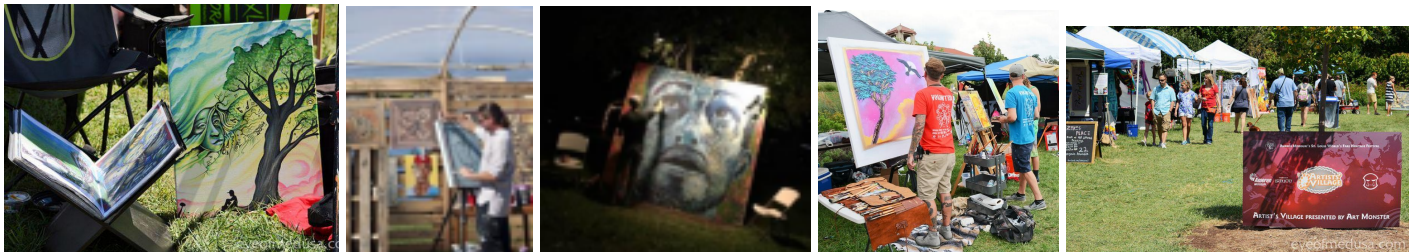
There is always something new in Kid's Island.



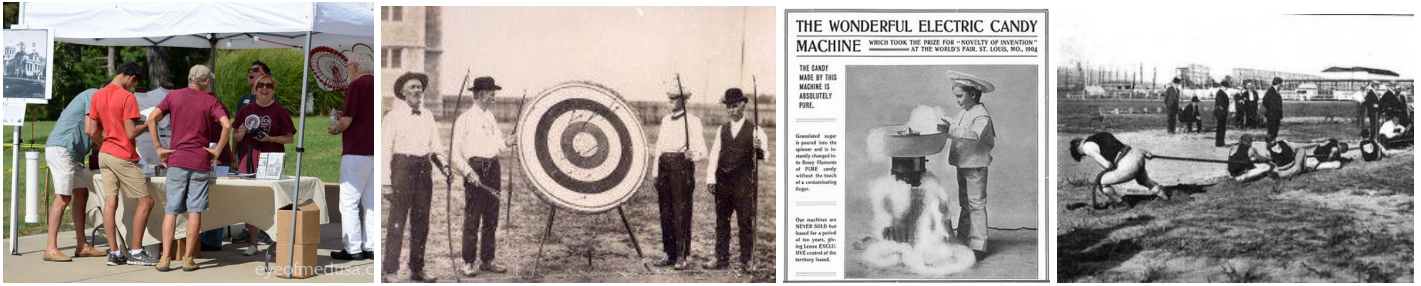
Food Trucks - Our Food Truck Row is Always a big hit! We've hosted many of The City's best food trucks including Farmtruk, Bombay Food Junkie, Pie Oh My, Que Sazon, Mission Taco Food Truck, Lion's Choice and Revel Food Kitchen. There is always a great variety of food fare @ the Fare.



Artist's Village -This unique Artistic Village features 20 live artists, 30 Artists Booths, and multiple large scale paintings and art installations. Many acclaimed local artists such as Jason Spencer, William Lobdell, Billie Bill, Raven Fox, and Phil Jarvis have been Featured.



Historic Experience - The 1904 World's Fair Society joins us in highlighting the history of the 1904 World's Fair. This great organization will be sharing knowledge of the 1904 World's Fair through discussions, and sharing artifacts & memorabilia from the actual 1904 World's Fair!



World Business Expo - local businesses are highlighted here as they sell & share their products and innovations.



2022 St. Louis World's Fare Heritage Festival

September 2, 3 & 4, 2022

Friday 5pm - 10pm Saturday 10am - 10pm Sunday 10am - 10pm
Upper Munny Lot Forest Park

Join the St. Louis World's Fare Heritage Festival as a sponsor and gain
visibility amongst a large and diverse demographic of St. Louisans.

Invest in the St. Louis community, by being a big part of an important St. Louis Heritage Festival that will
continue to grow as we celebrate our city's great legacy,
while supporting our City's talent of today.

NAMING RIGHTS SPONSORSHIP: \$25,000

Outline of Benefits:

- Presenting Sponsor of the Festival "Your Company presents the St. Louis World's Fare Heritage Festival"
- Exclusive Event Sponsor – no company in the same industry category would be allowed to participate in the Festival
- Product integration in the event wherever possible
- First right-of-refusal for future years with opportunity for a multiple year arrangement

Collateral:

- 20,500 festival flyers/programs/posters distributed with logo - possible call-to-action opportunity

Hospitality:

- 25 VIP passes to our private hospitality tent, includes drinks
- A pair of all-access backstage passes to use for internal incentive programs

Signage:

- Brand logo will appear on banners for the Main Stage
- Brand logo will appear on all event signage and banners throughout the Festival footprint
- Ability to display up to 5 banners in the Festival area – **supplied by sponsor**
- Pre-recorded :45 PA announcements to promote your brand and partnership each hour during the Festival
- Presenting Sponsor designation on all highway billboards

On-Site:

- A 10x20 tent/booth will be provided for your company during the event in the location of your choice within the Festival footprint to be used for brand engagement, promoting your partnership, lead generation and sampling
- Ability to do on-stage promotions during band and competition breaks
- Ability to display branded vehicles, inflatables or other swag in high foot-traffic areas – **supplied by sponsor**
- Ability to host your own customer or employee appreciation private event within the Festival footprint – **additional expense to be paid by sponsor**

Web/Social Media:

- Brand will appear on every page of the Festival website – logo will be hyperlinked to the sponsor’s website or provide us with a specific url to capture traffic from pages for up to one year
- A banner ad on the Festival home page displaying brand creative and hyperlink – possible call-to-action opportunity
- Inclusion in all social media platforms with weekly posts that tag your company up to and during the Festival – possible call to-action opportunity
- Inclusion in E-newsletter sent to over 1,000 subscribers of the Festival mailing list – can include brand call-to-action or brand creative advertisement

Media:

- Leading sponsorship mention in event press releases
- Earned Media – if possible, news appearances and press event shots to include brand
- Presenting Sponsor designation in all radio ads promoting the Festival
- Presenting Sponsor designation in all print advertisements

Additional Benefits:

- Sponsor logo to be incorporated into the Festival logo
- Company logo will appear on the back of event staff and volunteer t-shirts
- Product integration wherever possible in sub events leading up to the Festival and post event, Funk at the Fare

MAIN STAGE SPONSORSHIP: \$15,000

The Main Stage continues to bring a diverse lineup of entertainment from all over the region. The 2016 St. Louis World’s Fare showcased a variety of entertainment including marching bands, DJ’s, Dance Troupes, Gospel, and a diverse lineup of local Rock, Pop, Jazz, Blues, and Electronic music.

Outline of Benefits:

- Main Stage Title Sponsor “Your Company Main Stage”
- Exclusive Event Sponsor – no company in the same industry category would be allowed to participate in the Festival
- Product integration in the event wherever possible
- First right-of-refusal for future years with the opportunity for a multiple year arrangement

Collateral:

- 20,500 festival flyers/programs/posters distributed with logo

Hospitality:

- 15 VIP passes to our private hospitality tent, includes drinks
- A pair of all-access backstage passes to use for internal incentive program

Signage:

- Brand logo will appear on Main Stage banners
- Brand logo will appear on all Main Stage directional signage
- Brand logo will appear on event banners and signage throughout the Festival footprint
- Ability to display up to 3 banners in the Festival area – **supplied by sponsor**
- Pre-recorded :30 PA announcements to promote your brand and partnership each hour during the Festival

On-Site:

- A 10x15 tent/booth will be provided for your company during the event in the location of your choice within the Festival footprint to be used for brand engagement, promoting your partnership, lead generation and sampling
- Ability to do on-stage promotions during band breaks
- Ability to display branded vehicles, inflatables or other swag in Main Stage area – **supplied by sponsor**
- Ability to host your own customer or employee appreciation private event within the Festival footprint – **additional expense to be paid by sponsor**

Web/Social Media:

- Brand will appear on Festival website – logo will be hyperlinked to the sponsor’s website or provide us with a specific url to capture traffic from pages for up to one year
- Inclusion in all social media platforms with weekly posts that tag your company up to and during the Festival – possible call-to-action opportunity
- Inclusion in E-newsletter sent to 1,000 subscribers of the Festival mailing list

Media:

- Main Stage Title Sponsorship mention in event press releases
- Earned Media – if possible, news appearances and press event shots to include branded Main Stage
- Main Stage Sponsor designation in any radio ad promoting the musical portion of the Festival
- Main Stage Sponsor designation in relevant print advertisements

Additional Benefits:

- Company logo will appear on the back of event staff and volunteer t-shirts

FERRIS WHEEL SPONSORSHIP: \$7,500 for 3 days or \$3k/day

Outline of Benefits:

- Title Sponsor of the Ferris Wheel “Your Company Ferris Wheel”
- Product integration in the event wherever possible
- First right-of-refusal for future years with the opportunity for a multiple year arrangement

Collateral:

- 20,500 festival flyers/programs/posters distributed with logo

Hospitality:

- 10 VIP passes to our private hospitality tent, includes drinks

Signage:

- Brand logo will appear on event banners and department signage throughout the Festival footprint
- Brand logo will appear on all Ferris Wheel directional signage
- Ability to display up to 2 banners in the Festival area – **supplied by sponsor**
- Pre-recorded :30 PA announcements to promote your brand and partnership each hour during the Festival

On-Site:

- A 10x15 tent/booth will be provided for your company during event in the location of your choice within the Festival footprint to be used for brand engagement, promoting your partnership, lead generation and sampling
- Ability to display branded vehicles, inflatables or other swag near the Ferris Wheel location – **supplied by sponsor**

Web/Social Media:

- Brand will appear on the Festival website – logo will be hyperlinked to the sponsor’s website or provide us with a specific url to capture traffic from pages for up to one year
- Inclusion in all social media platforms with a minimum of 12 posts that tag your company up to and during the Festival
- Inclusion in E-newsletter sent to 1,000 subscribers of the Festival mailing list

Media:

- Ferris Wheel Title Sponsorship mention in event press releases
- Earned Media – if possible, news appearances and press event shots to include the Ferris Wheel with brand signage
- Company name or logo will appear on any relevant print ads that mention the Ferris Wheel

Additional Benefits:

- Company logo will appear on the back of event staff and volunteer t-shirts

BAR OLYMPICS SPONSORSHIP \$4,000

Games to be held in local bars prior to the main event as a fundraiser for local charities and marketing.

Outline of Benefits:

- Product integration in the event wherever possible
- First right-of-refusal for future years with the opportunity for a multiple year arrangement

Collateral:

- 20,500 festival flyers/programs/posters distributed with logo
- Logo featured at local bars around town prior to the event

Hospitality:

- 6 VIP passes to our private hospitality tent, includes drinks

Signage:

- Brand logo will appear on event banners and department signage
- Ability to display 2 banners in the Festival area – **supplied by sponsor**
- Pre-recorded :30 PA announcements to promote your brand each hour during the Festival

On-Site:

- A 10x15 tent/booth will be provided for your company during event in the location of your choice within the Festival footprint to be used for brand engagement, promoting your partnership, lead generation and sampling
- Ability to display branded vehicles, inflatables or other swag in high foot-traffic area – **supplied by sponsor**

Web/Social Media:

- Brand will appear on the Festival website – logo will be hyperlinked to the sponsor's website or provide us with a specific url to capture traffic from pages for up to one year
- Inclusion in all social media platforms with a minimum of 8 posts that tag your company up to and during the Festival

Media:

- Supporting Sponsorship mention in event press releases
- Company logo will appear on all full page print ads

Additional Benefits:

- Company logo will appear on the back of event staff and volunteer t-shirts

DEPARTMENT SPONSORSHIP: \$5,000

Kids Island | Artist Village | Beer Garden | Historic Experience | Food Truck Row | World Business Expo

Outline of Benefits:

- Title Sponsor of your chosen department, ie: "Your Company Artist Village"
- Product integration in event wherever possible
- First right-of-refusal for future years with the opportunity for a multiple year arrangement

Collateral:

- 20,500 festival flyers/programs/posters distributed with logo

Hospitality:

- 6 VIP passes to our private hospitality tent, includes drinks

Signage:

- Brand logo will appear on your chosen department signage
- Ability to display 2 banners in the Festival area – **supplied by sponsor**
- Pre-recorded :15 PA announcements to promote your company's department each hour during the Festival

On-Site:

- A 10x15 tent/booth will be provided for your company during event in the location of your choice within the Festival footprint to be used for brand engagement, promoting your partnership, lead generation and sampling
- Ability to display branded vehicles, inflatables or other swag in your sponsored department area – **supplied by sponsor**

Web/Social Media:

- Brand will appear on the Festival website – logo will be hyperlinked to the sponsor’s website or provide us with a specific url to capture traffic from pages for up to one year
- Inclusion in all social media platforms with a minimum of 8 posts that tag your company up to and during the Festival

Media:

- Title Department Sponsorship mention in event press releases
- Company logo will appear on relevant print ads that include mention of your department

Additional Benefits:

- Company logo will appear on the back of event staff and volunteer t-shirts

EVENT SUPPORT SPONSORSHIP: \$2,500

Outline of Benefits:

- Logo on Website and Product integration in the event wherever possible
- First right-of-refusal for future years with opportunity for a multiple year arrangement

Hospitality:

- 8 VIP passes to our private hospitality tent, includes drinks

Signage:

- Brand logo will appear on specific event banners and department signage
- Ability to display 2 company banners in the Festival area – **supplied by sponsor**

On-Site:

- A 10x10 tent/booth will be provided for your company during the event in a prime location within the Festival footprint to be used for brand engagement, promoting your partnership, lead generation and sampling. You can use company branded tents if Provided.

Web/Social Media:

- Brand will appear on the Festival website – logo will be hyperlinked to sponsor’s website or provide us with a specific url to capture traffic from pages for up to one year
- Inclusion in all social media platforms with a minimum of 2 posts that tag your company up to and during the Festival

Media:

- Company logo will appear on all full page print ads if signed up in time of deadline.

Additional Benefits:

- Company logo will appear on the back of event staff and volunteer t-shirts

FEATURE AREA SPONSORSHIP: \$3,000

Backyard Games | Art Competitions | Skate Ramp

Outline of Benefits:

- Title Sponsor of your chosen area, ie: “Your Company Backyard Games”
- Product integration in your chosen area wherever possible
- First right-of-refusal for future years with opportunity for a multiple year arrangement

Collateral:

- 20,500 festival flyers/programs/posters distributed with logo

Hospitality:

- 2 VIP passes to our private hospitality tent, includes drinks

Signage:

- Brand logo will appear on your chosen area's signage
- Ability to display 1 banner in Festival area – **supplied by sponsor**
- Pre-recorded :15 PA announcements to promote your company's department each hour during the Festival

On-Site:

- A 10x10 footprint with power will be provided for your company during event for brand engagement, promoting your partnership, lead generation and sampling – **tent, tables, chairs to be supplied by sponsor**
- Ability to display branded swag in your sponsored area – **supplied by sponsor**

Web/Social Media:

- Brand will appear on Festival website – logo will be hyperlinked to the sponsor's website or provide us with a specific url to capture traffic from pages for up to one year
- Inclusion in all social media platforms with a minimum of 6 posts that tag your company up to and during the Festival

Media:

- Company logo will appear on relevant print ads that include mention of your area

Additional Benefits:

- Company logo will appear on the back of event staff and volunteer t-shirts

VOLUNTEER SPONSORSHIP: \$1,000**Web/Social Media:**

- Brand will appear on Festival website – logo will be hyperlinked to the sponsor's website or provide us with a specific url to capture traffic from pages
- Inclusion in all social media platforms with a minimum of 2 posts that tag your company

Additional Benefits:

- Company logo will appear First On the back of event staff and volunteer t-shirts used throughout the weekend by staff and volunteers.

SUPPORT OF THE FARE: \$550**Web/Social Media:**

- Brand will appear on Festival website as a Supporter of the Fare – logo will be hyperlinked to the sponsor's website or provide us with a specific url to capture traffic from pages
- Inclusion in all social media platforms with at least 1 post that tags your company



For more information, please contact
Mike Landau (314) 397-1692
Or
Davide Weaver (314)853-6257

Email completed form to: weaver.davide@gmail.com

- Please sign below to indicate your sponsorship intention.

This is not designed to be a contract but a statement of intent that will allow the World's Fare team to further customize your sponsorship. Once all parties have agreed upon details of agreement a contract will follow for final review and signatures.

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Sponsor Signature _____

Company Name _____

Phone _____

Email _____

Address _____

Date Signed _____ / _____ / _____

WF Signature _____