



36th Annual Laumeier Sculpture Park Art Fair Mother's Day Weekend / May 12-14, 2023

SPONSORSHIP PROSPECTUS

Laumeier Sculpture Park will host its 36th Annual Art Fair on May 12-14, 2023! A St. Louis tradition, this beloved three-day event spans Mother's Day weekend and attracts more than 15,000 visitors. The Art Fair features local food and beverage vendors, hands-on activities for all ages, live music, and up to 150 juried artists from across the country exhibiting work in ten media categories: ceramics, fiber/textiles, glass, jewelry, mixed media, painting, photography/ digital, printmaking/drawing, sculpture, and wood.

This event offers fun for the whole family and provides opportunities for attendees to experience art and nature while interacting with talented artists from across the nation. Highlights include *Creation Location*, offering activities and entertainment for kids and families, and the Main Stage, featuring live music by local bands. Sponsorship opportunities are available for *Creation Location* and the Main Stage – see below for more details!

In 2020 and 2021, the pandemic prevented us from holding this event at the Park, but our Online Art Fair attracted more than 20,000 page views in its first year and over 74,000 page views in 2021. In 2022, the Art Fair returned to the Park triumphantly, welcoming a record-breaking 17,000 visitors! We look forward to building on 35 years of success in 2023.

The Annual Art Fair is produced in partnership with St. Louis County Parks. **All event proceeds support the nonprofit's mission of *engaging the community through art and nature*.**

Sponsorship Portfolio / 36th Annual Laumeier Art Fair

Check out the chart on Page 3 for a full listing of all Sponsor benefits!

Presenting Sponsor / \$30,000

Category exclusivity and “Presented By” recognition on all promotional materials and signage. Extensive visibility to 15,000+ event attendees and Laumeier’s email and social media following of 50,000+

Main Stage Sponsor / \$20,000

Exclusive naming rights and banner on the Main Stage, featuring almost a dozen musical performances by popular local bands nonstop throughout Art Fair’s three day run

Creation Location Sponsor / \$15,000

Exclusive “Presented By” recognition at Creation Location, visited by thousands of children and families throughout the weekend

Picnic/Shade Tent Sponsor / \$10,000

Highly visible, exclusive recognition on banners and signage in our picnic and shade tents, located in our concessions area and frequented by thousands of patrons

Music Sponsor / Friday Night, \$3,000 | Saturday \$7,500 | Sunday \$7,500

Exclusive recognition on stage signage for performances on one day of the Art Fair

Product Sponsor / \$5,000 + \$2,500 in-kind goods or services (*multiple available*)

Provide your company’s branded product/s for the artist and volunteer hospitality tents *and* highlight your company’s participation at the Art Fair through sampling, coupons, or other promotional items

Volunteer Sponsor / \$5,000


Support the 300+ community volunteers who generously give their time while promoting your brand throughout the event on all volunteer shirts

Contributing Sponsor / \$5,000 (*multiple available*)

Extensive recognition in event publications and on signage at the Art Fair

Artist Award Sponsor / \$2,500 (*multiple available*)

Naming rights on awards and your company’s logo on certificates, celebrating excellence among exhibiting artists.

	Presenting Sponsor	Main Stage Sponsor	Creation Location Sponsor	Picnic/Shade Tent Sponsor	Music Sponsor <small>(FRI. \$3k, SAT. \$7.5k, SUN. \$7.5k)</small>	Product Sponsor	Volunteer Sponsor	Contributing Sponsor	Artist Award
"Laumeier Art Fair Presented By"	\$30,000 ✓	\$20,000	\$15,000	\$10,000	\$7,500	5,000 + \$2,500 in-kind	\$5,000	\$5,000	\$2,500
Category Exclusivity	✓	✓	✓	✓	✓				
Event Postcard (7,500)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Event Program Ad (10,000)	full-page	1/2 page	1/4 page	1/4 page	1/4 page	1/4 page			
Website Logo Recognition (132k+ annual visitors)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Callouts (34k+ followers)	25	20	15	10	10	8	5	5	5
Event E-blasts (20k+ subscribers)	✓	✓	✓	✓	✓	✓	✓	✓	
Banner at Site Entrance	✓	✓	✓	✓	✓	✓	✓	✓	
Mainstage Announcement	✓	✓	✓	✓	✓				
Activity Location Signage	"presented by" in all event logos	Main Stage	Creation Location	concessions	Main Stage	Artist Hospitality	volunteer tent		awards
10' x 10' Vendor Booth	✓	✓	✓	✓	✓	✓	✓	✓	
Logo on Volunteer Shirt	✓						✓		
Event Tickets	75	50	35	25	25	20	15	15	4

Sponsors must confirm by Wednesday, March 1, 2023 to receive the benefits listed above, including logo placement on printed materials, social media callouts, and e-blasts for each sponsorship level.

LAUMEIER

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CREATE YOUR *CUSTOMIZED* SPONSORSHIP PACKAGE!

CONTACT:

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laumeiersculpturepark.org/artfair

EVENT DATES + TIMES:

Friday, May 12 / 6–10 p.m.
Saturday, May 13 / 10 a.m.–8 p.m.
Sunday, May 14 / 10 a.m.–5 p.m.

