

A vibrant street scene at a festival, likely the Grove Fest. The street is filled with a diverse crowd of people walking towards the camera. On both sides, there are white and blue tents, some with red awnings. The background shows multi-story brick buildings and trees with autumn foliage. The sun is bright, creating long shadows and a warm, golden light. The overall atmosphere is festive and busy.

# Grove Fest

# Sponsorship Packet

**7<sup>th</sup> Annual Grove Fest...Saturday, October 6, 2012**  
**Voted #1 Event and Entertainment Line-Up in St. Louis**

Grove Fest is a FREE, yearly, all ages, neighborhood street festival. This uniquely fun and edgy event features live music, interactive art, fashion shows, competitions, street performers, and of course, local food and drinks of the Grove and other fine St. Louis establishments. With Grove Fest doubling its numbers and welcoming over 12,000 attendees last year, the projection for 2012 is over 20,000 attendees filling the streets of Manchester for this one day event.

**What Patrons Were Saying at Last Year's Event**

**"This is St. Louis'  
version of SXSW."**

**"Feels like a New Orleans  
street festival."**

**"Best people watching of  
the year."**

**"All of the coolest people  
are here."**

**"There is something  
happening everywhere you  
turn."**

**"The Grove has it going on."**



**\*PRESENTING SPONSOR\***

**\$10,000**



- Exclusive naming rights to event
- Sponsor Placement in newspaper and print media (Riverfront Times, Vital Voice, KDHX, Eleven, Sauce, Alive)
  - Live on-stage public address system mentions on event day
    - 10" x 10" Event Booth Space
    - Sponsor Branding on Festival T-shirts
  - Sponsor Branding- Logo Placement on all event posters
  - Sponsor branding placement on Festival printed materials
    - Inclusion in all radio public service announcements
      - Inclusion in all press releases
  - Inclusion in all web site announcements and emails

## MAIN STAGE SPONSOR

\$5,000



- Main Stage Sponsorship
- Sponsor Branding-Logo Placement in newspaper and print media (Riverfront Times, Vital Voice, KDHX, Eleven, Sauce, Alive)
- Sponsor branding placement on Festival printed materials
- Sponsor Branding on Festival T-shirts
- Sponsor Branding-Logo placement on all event posters
- Inclusion in all radio public service announcements
- Inclusion in all web site announcements and emails

## EXCLUSIVE "DRINK" RIGHTS

\$4,000



- Beer/Wine/ Liquor/Energy Drink Exclusive Sponsor
- Sponsor Branding-Logo Placement in newspaper and print media (Riverfront Times, Vital Voice, KDHX, Eleven, Sauce, Alive)
- Sponsor branding placement on Festival printed materials
- Sponsor Branding on Festival T-shirts
- Sponsor Branding-Logo placement on all event posters
- Inclusion in all radio public service announcements
- Inclusion in all web site announcements and emails

## STAGE SPONSOR

\$3,000



- Sponsor Music Stage #2 OR Fashion Show Stage
- Sponsor Branding-Logo Placement in newspaper and print media (Riverfront Times, Vital Voice, KDHX, Eleven, Sauce, Alive)
- Sponsor branding placement on Festival printed materials
- Sponsor Branding on Festival T-shirts
- Sponsor Branding-Logo placement on all event posters
- Inclusion in all web site announcements and emails

## MEDIA SPONSOR

\$1,000

- Sponsor Branding-Logo Placement in newspaper and print media (Riverfront Times, Vital Voice, KDHX, Eleven, Sauce, Alive)
- Sponsor branding placement on Festival printed materials
- Inclusion in all web site announcements and emails

## ART SPONSOR

\$2,000




- Sponsor Artist Village OR Paint by Numbers Mural
- Sponsor Branding-Logo Placement in newspaper and print media (Riverfront Times, Vital Voice, KDHX, Eleven, Sauce, Alive)
- 10" x 10" Festival Tent
- Sponsor branding placement on Festival printed materials
- Inclusion in all web site announcements and emails

## STREET SPONSOR

\$500

- 10" x 10" Festival Tent
- Sponsor Branding-Logo Placement on Festival printed materials
- Inclusion in all web site announcements and emails

	PRESENTING SPONSOR	GROVE LOVER	EXCLUSIVE RIGHTS	GROVESTAR	GROVEART	GROVEMEDIA	GROVESTREET
	\$10,000	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000	\$500
<b>Naming Rights:</b> Exclusive Naming rights to event	X						
<b>Exclusive Rights:</b> Beer/Wine/Liquor/Energy Exclusive Drink Sponsor			X				
<b>Main Stage:</b> Sponsorship of Main Stage		X					
<b>Music Stage #2 or Fashion Show Stage:</b> Sponsorship of Music Stage #2 or Fashion Show Stage			X	X			
<b>Artist Village/ Mural/ Performance:</b> Sponsor Artist Village OR Mural OR Performance (it Roller Derby, Bike Polo)					X		
<b>Public Address System::</b> Live on-stage Public Address System mentions on event day	X						
10" x"10 Event Booth Space	X				X		X
<b>Event T-Shirts:</b> Sponsor Branding on Festival T-Shirts	X	X	X	X			
<b>Print Advertising:</b> Sponsor Branding-Logo Placement in newspaper and print media	X	X	X	X	X	X	
<b>Printed Materials:</b> Sponsor branding placement on Festival printed materials	X	X	X	X	X	X	X
<b>Poster:</b> Sponsor Branding-Logo placement on all event posters	X	X	X	X			
<b>Web:</b> Inclusion in all web site announcements, emails and social media	X	X	X	X	X	X	X
<b>Public Service Announcements:</b> inclusion in all radio public service announcements	X	X	X				