



THE 2024

# SOULARD

BLUES, BREWS & BITES

# FESTIVAL

[SOULARDB3FEST.COM](http://SOULARDB3FEST.COM)

**BLUES, BREWS & BITES**

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**THE B3 FESTIVAL**

PRODUCED BY SHARE .: A SOULARD BASED NON-PROFIT



**SHARE**

CULTURE IS COMMUNITY



**A COMMUNITY EVENT**

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**SOULARD PARTNERS**

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**ART, FOOD & DRINK VENDORS**

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**SPONSORSHIP**

**8**

**LEVELS**

# BLUES, BREWS & BITES

## OVERVIEW

### EVENT OVERVIEW AND DEMOGRAPHICS

THE BREWS, BLUES & BITES FESTIVAL IN HISTORIC SOULARD FEATURES GREAT MUSIC, GREAT FOOD AND DRINK OFFERINGS, A VIBRANT SPONSOR ACTIVATION AREA, ALL IN THE SHADOW OF THE FAMOUS SOULARD MARKET!

SOULARD WAS AT THE HEART OF A ST LOUIS BEER-BREWING ECONOMY THAT FEATURED ABOUT 40 LOCAL BREWERS DATING BACK TO THE START OF THE AMERICAN CIVIL WAR IN 1861. THE SOULARD B3 FESTIVAL CELEBRATES THAT BREWING TRADITION WITH A LIMITED TICKETED EXPERIENCE FEATURING LOCAL CRAFT BEERS THE DAY OF THE EVENT.

THIS IS A GREAT OPPORTUNITY TO DELIVER YOUR BRAND MESSAGE TO THIS HIGHLY DESIRABLE DEMOGRAPHIC OF BRAND LOYAL CONSUMERS IN THIS FESTIVE AND ENGAGING ATMOSPHERE.

### FESTIVAL ATTRACTIONS

MAIN STAGE: LIVE BLUES AND ROCK ACTS  
WORKSHOP: MUSIC & INDUSTRY WORKSHOPS  
FOOD AND DRINK: PARTNERSHIP VENDORS  
EXCITING ART AND CRAFT VENDORS  
CHILDRENS ACTIVITIES

### FESTIVAL DEMOGRAPHICS

AGE: ADULTS 35-75

GENDER: MALE (48%) FEMALE (52%)

MARITAL STATUS: MARRIED (46%) SINGLE (54%)

EDUCATION: COLLEGE DEGREE

INCOME: \$75K+ (25%) \$40K-\$74K (55%) \$40K (\$20%)

ETHNICITY: CAUCASIAN (57%) AFRICAN AMERICAN (33%) OTHER (10%)

**FOR SPONSORSHIP, CONTACT US AT:**  
DAVE@SHARESOULARD.ORG  
DAVE BEARDSLEY - 314.378.0659

# BLUES, BREWS & BITES

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# SPONSOR LEVELS

## **PRESENTING SPONSOR \$10,000**

YOU WILL BE NAMED AS THE EXCLUSIVE B3 FESTIVAL PRESENTING SPONSOR IN ALL PROMOTIONAL MATERIALS, INCLUDING: OFFICIAL ENTRY POINTS, DIGITAL, ON AIR AND PRINTED MEDIA.

IN ADDITION, YOUR ORGANIZATIONS NAME WILL BE FEATURED ON THE STAGE BANNER, ANNOUNCED FROM THE STAGE AS THE PRESENTING SPONSOR, AND YOU'LL RECEIVE ACCESS TO OUR VIP AREA AT THE B3 FEST FOR 20 PEOPLE.



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# SPONSOR LEVELS

## MAIN STAGE SPONSOR \$5,000

YOU WILL BE NAMED AS OFFICIAL MAIN STAGE SPONSOR AND B3 SUPPORTER ON THE B3 MUSIC WEBPAGE, OFFICIAL POSTER, STAGE BANNER, SOCIAL MEDIA, AND LIVE STAGE ANNOUNCEMENTS. IN ADDITION, YOUR ORGANIZATION WILL RECEIVE VIP AREA ACCESS FOR 10.

**THE SOULARD  
B3 FESTIVAL  
BRINGS YOU  
THE VERY BEST  
IN LOCAL MUSIC**



KINGDOM BROTHERS .: 2023



## PLAZA STAGE SPONSOR \$2,500

YOU WILL BE NAMED AS OFFICIAL PLAZA STAGE SPONSOR AND B3 SUPPORTER ON THE B3 MUSIC WEBPAGE, OFFICIAL POSTER, STAGE BANNER, SOCIAL MEDIA, AND LIVE STAGE ANNOUNCEMENTS. IN ADDITION, YOUR ORGANIZATION WILL RECEIVE VIP AREA ACCESS FOR 6.

## BAND SPONSOR \*\$1,500 / \*\$500 \*Main stage / Plaza stage

SPONSOR YOUR FAVORITE BAND AND YOU'LL BE NAMED AS A B3 SUPPORTER ON THE B3 MUSIC WEBPAGE, OFFICIAL POSTER, SOCIAL MEDIA, AND LIVE STAGE ANNOUNCEMENTS. IN ADDITION, YOUR ORGANIZATION WILL RECEIVE VIP AREA ACCESS FOR 4.

# BLUES, BREWS & BITES

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# SPONSOR LEVELS

## **B3 PARTNER \$1,500**

YOU WILL BE NAMED AS A B3 PARTNER ON THE OFFICIAL FEST WEBSITE, SOCIAL MEDIA, AND LIVE STAGE ANNOUNCEMENTS. VIP AREA ACCESS FOR 4 PEOPLE FROM YOUR ORGANIZATION.

## **ART SPONSOR \$1,000**

SPONSOR THE B3 ART EVENTS AND YOU'LL BE NAMED AS A B3 SUPPORTER ON THE OFFICIAL FEST ART PAGE, SOCIAL MEDIA, AND LIVE STAGE ANNOUNCEMENTS AT THE FESTIVAL. VIP AREA ACCESS FOR 4 PEOPLE FROM YOUR ORGANIZATION.

## **KIDS ZONE SPONSOR \$500**

YOU WILL BE NAMED AS KIDS ZONE SPONSOR OF THE B3 FEST ON THE OFFICIAL B3 FESTIVAL WEBSITE, AND RECEIVE VIP AREA ACCESS FOR 2.

**THE SOULARD B3  
KIDS ZONE  
FEATURES  
STRUCTURED  
ACTIVITIES!**

THE B3 IS FAMILY FRIENDLY



## **B3 FRIEND \$350**

YOU WILL BE LISTED AS A FRIEND AND SUPPORTER OF THE B3 FEST ON THE OFFICIAL FESTIVAL WEBSITE, AND RECEIVE VIP AREA ACCESS FOR 2.

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