

**LAUMEYER**

*After Dark*

**2023**



... T TO YOUR CUP



**SPONSORSHIP OVERVIEW**

# LAUMEIER *After Dark* 2023

**SATURDAY, NOVEMBER 4, 4PM – 10PM**

*Laumeier After Dark* returns in 2023! This unique event features temporary installations by local artists and gives visitors the opportunity to experience the Park's sculptures and trails at night. Other highlights include the Night Market, offering one-of-a-kind goods by local makers; concessions from some of St. Louis' best food and beverage vendors; and live music.

*Laumeier After Dark* 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.**



# Reach & Audience



- First held in 2018, *Laumeier After Dark* welcomed a combined **6,000** participants in its first two seasons
- Since 2021, the event has attracted **5,000 – 10,000** visitors in a single evening
- From 4 – 6:30pm, *After Dark* attracts families with children
- From 7 – 10pm, the audience skews toward the 21+ crowd who come to enjoy the music, food and beverages, and fire pit gatherings under the stars.










**LAUMEYER**  
*After Dark*  
**2023**

**SPONSORSHIP OPPORTUNITIES**

**PRESENTING SPONSOR / \$10,000 (MULTIPLE AVAILABLE)**

**CONTRIBUTING SPONSOR / \$3,000 (MULTIPLE AVAILABLE)**

**COMMUNITY SPONSOR / \$1,000 (MULTIPLE AVAILABLE)**

<b>LAUMEIER</b> <i>After Dark</i> <b>2023</b>	<b>Presenting Sponsor</b> <b>\$10,000</b>	<b>Contributing Sponsor</b> <b>\$3,000</b>	<b>Community Sponsor</b> <b>\$1,000</b>
<b>"Laumeier After Dark Presented By"</b>			
<b>Website Logo Recognition (130k+ annual visitors)</b>			
<b>Social Media Callouts (38k+ followers)</b>	<b>8</b>	<b>4</b>	<b>2</b>
<b>Event E-blasts (17,500+ subscribers)</b>			
<b>Event Presence</b>	<b>Signage + Distribution of Promo Materials</b>	<b>Signage + Distribution of Promo Materials</b>	<b>Distribution of Promo Materials</b>
<b>Main Stage Announcement</b>			
<b>Promotional Booth (<i>optional</i>)</b>	<b>10' x 20'</b>	<b>10' x 10'</b>	



**LAUMEIER**  
*After Dark*  
**2023**

**SATURDAY**  
**NOVEMBER 4**

**CREATE YOUR CUSTOMIZED SPONSORSHIP PACKAGE!**

Contact:

Jillian Patton

Development Director

[jpatton@laumeier.org](mailto:jpatton@laumeier.org)

314-615-5267

EVENT DATE + TIME:

Saturday, November 4 / 4p.m.-10 p.m.

[laumeiersculpturepark.org/after-dark](http://laumeiersculpturepark.org/after-dark)

