

LAUMEIER *After Dark*

PROMOTIONAL VENDOR OPPORTUNITIES

LAUMEIER AFTER DARK

Saturday, November 4th, 2023, 4pm – 10pm

Laumeier Sculpture Park's extremely popular *Laumeier After Dark* returns in 2023! This unique event gives visitors an exclusive opportunity to experience the Park's sculptures and trails at night and provides opportunities for attendees to experience art and nature while interacting with local artists and entertainers.

Laumeier After Dark will feature temporary art installations by local artists, and rare illuminations will highlight popular pieces throughout Laumeier's landscape. Other highlights include the Night Market, offering one-of-a-kind goods by St. Louis area makers, some of St. Louis' best food and beverage vendors, and live music.

From 4pm to about 6:30pm, *After Dark* attracts families with school-aged children. From 7pm to 10pm, the audience skews toward the 21+ crowd looking to enjoy a more social atmosphere, including music, food and beverages, and fire pit gatherings under the stars.

First held in the fall of 2018 and early winter of 2019, this nighttime event attracted a combined 6,000 participants in its inaugural version. Although the pandemic prevented the presentation of this event in 2020; upon its return in 2021, *Laumeier After Dark* attracted more than **10,000** Park visitors in a single evening!

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.***

Email Development Associate Vicki Kahn at vkahn@laumeier.org
for more information on securing your Promotional Booth space!

LAUMEIER AFTER DARK / VENDOR OPPORTUNITIES

Limited Booth Spaces Available

10' X 20' BOOTH SPACE / \$750

- One 10' x 20' promotional vendor booth space for distribution of promo materials, product sampling, literature/coupons, etc.
- Vendor recognition on LSP's website

10' X 10' BOOTH SPACE / \$500

- One 10' x 10' promotional vendor booth space for distribution of promo materials, product sampling, literature/coupons, etc.
- Vendor recognition on LSP's website



Limited booth spaces available for this event. Securing booth space requires submission of signed agreement and is first come, first served. Nonprofit booth rates available for 501(c)3 non-profit organizations (NPOs) only.

PROMOTIONAL VENDOR RESPONSIBILITIES

- Advance promotion of the event on vendor's social media channels (FB/IG/TW, etc.)
- Tent, table, chair(s), display/decorations, and **lighting** for promotional vendor booth space
- Promotional materials, product for sampling, literature/coupons for distribution, etc.
- Staffing for vendor booth during the event
- 12-gauge heavy-duty outdoor extension cord for electricity for vendor booth space (50-foot length recommended)

Laumeier After Dark is a rain or shine event. Laumeier cannot guarantee event attendance, which is dependent upon weather. All promotional vendor booth spaces must be fully set-up and staffed for the duration of the event. The scale of the event (including the number of vendors and visitors) may be dependent on mandates per St. Louis County, the State of Missouri, and CDC guidelines. The number of participating promotional vendors is limited; vendor booth space placement is assigned by Laumeier on a first-come, first-served basis. Vendor tents are the responsibility of the vendor. Booth sales for the event are non-refundable after October 20, 2023. If the event is rescheduled, all purchases will be honored for the next event date. If the event is canceled, vendors will be given the option to apply their booth fees to another event at Laumeier, or refunded, minus any transaction fees. Please note that while vendors may collect customer contact information and make appointments on-site during Laumeier After Dark, the actual sale of vendor products and services on-site during the event is prohibited.