

The logo for STL 4EST is a stylized, colorful graphic. The letters 'STL' are in a bold, rounded font with a red-to-purple gradient and a blue outline. Below them, the word '4EST' is in a similar font, with the '4' in white and the 'EST' in purple, all with a blue outline. Three yellow stars are placed around the logo: one to the left of the '4', one below the '4', and one to the right of the 'STL'.

# STL 4EST

JULY 7th 2024 - ST. LOUIS MO

The text 'STL'S #1' is written in a bold, black, sans-serif font on a white, torn-edge rectangular background. A yellow star is positioned to the left of the text.

## STL'S #1

The text 'HIP HOP MUSIC FESTIVAL' is written in a bold, white, sans-serif font on a red, torn-edge rectangular background. A yellow star is positioned to the left of the text.

## HIP HOP MUSIC FESTIVAL



# WHERE IT ALL BEGAN

STL FEST was created in 2021 by four members of the St. Louis community: designers and philanthropists Michael White and Eric Hubbard; socialite Kelann Campbell; and national radio host and recording artist Jordan Johnson “Shorty Da Prince” aka Reggie Son.

Our mission at STL Fest is to create an exceptional music event that brings together the St. Louis community and fosters a sense of pride in our city. Through our elevated music experience, we aim to provide a safe and family-friendly environment that celebrates local and national talents, while showcasing the rich cultural diversity of St. Louis.

We strive to keep the music alive by providing one of the biggest stages for DJs, local and national acts, as well as offering an array of local food vendors, community initiatives, and businesses. Our goal is to create a celebration where attendees can patronize, be informed, and immerse themselves in St. Louis culture.





## 2021 ANALYTICS

**760 ATTENDEES**

**94K+ SOCIAL  
MEDIA REACH**

**1ST MAJOR EVENT AT THE  
NEWEST DEVELOPMENT IN  
ST. LOUIS**

**BIGGEST HIP HOP  
FESTIVAL IN ST. LOUIS**

## 2022 ANALYTICS

CITY OF ST. LOUIS SUPPORTED

**293K+  
SOCIAL MEDIA REACH**

**20+ VENDORS**

**2100+  
ATTENDEES**

**3 MAJOR COMMUNITY  
PARTNERSHIPS & SPONSORS**

## 2023 ANALYTICS

CITY OF ST. LOUIS SUPPORTED

**80% INCREASE OF  
MAJOR COMMUNITY  
PARTNERSHIPS &  
SPONSORSHIPS**

**OVER 5,000+  
ATTENDEES**





# THE LOCATION

MIDTOWN ST. LOUIS

## THE LOCATION: MIDTOWN ST. LOUIS

The 11th Ward also known as The Grand Center Arts District is a Mecca of Art & Music. STLfest has been in the district since 2021 and has received support and space from The Kranzberg Arts Foundation and The City of St. Louis including Alderwoman of the 11th Ward, Laura Keys.







# THE VIBE

**VENDOR  
MARKET**

**MUSICAL  
PERFORMANCES**

**FOOD  
& DRINK**

**BLOCK  
PARTY**



PREVIOUS SPONSORSHIPS  
& PARTNSHIPS





# 2024 - 2025 SPONSORSHIP



## STLFEST SPONSOR \$100,000

- Presenting sponsor acknowledgment
- Sponsorship will cover: artists, entertainment, AV/Sound, location, festival design & activations, and festival fees
- Prominent brand placement on event signage throughout the festival
- Acknowledgement through the year across all of our platforms and publications
- Key Vendor at STL FEST, if desired (\*details available upon request), 10x10 space Dedicated posts & promotions through all social platforms
- Exclusive VIP Experience

## ACTIVATION SPONSOR \$15,000

- Covers all festival activities, including car show and block party
- Brand placement on car show x block party signage
- Acknowledgement on press interviews and throughout event
- Key Vendor at STL FEST, if desired (\*details available upon request), 10x10 space Dedicated posts & promotions through all social platforms
- (8) VIP Experience Tickets to the Concert

## MAIN STAGE SPONSOR \$50,000

- Sponsorship will cover: Covers artists, entertainment, and AV/Sound
- Brand placement on main stage signage
- Acknowledgement on press interviews and throughout the event
- Key Vendor at STL FEST, if desired (\*details available upon request), 10x10 space Dedicated posts & promotions through all social platforms
- (10) VIP Experience Tickets to the Concert

## BLOCK PARTY SPONSOR \$10,000

- Covers block party stage x production & signage
- Verbal acknowledgement throughout event
- Key Vendor at STL FEST, if desired (\*details available upon request), 10x10 space
- (6) VIP Experience Tickets to the Concert



# 2024 - 2025 SPONSORSHIP

## PEOPLE'S CHOICE SPONSOR \$5,000

- This customizable package is designed to cover different aspects of the festival including:
  - Customized festival signage x Activities
  - T-shirts with logo placement
  - Customized wristbands/Festival passes
  - Staff coverage for the festival
  - Additional Festival Needs
- Sponsorship Acknowledgement will be included on our Social Platforms

## IN OUR CORNER SPONSOR \$1,000

- This package is designed to cover different the festival that would support our operations and needs for the event.
- Sponsorship Acknowledgement will be included on our Social Platforms

## HOMETOWN SPONSOR \$2,500

- This customizable package is designed to cover different aspects for our hometown artist & media including covering fee's for our Media Day x Artist Meet Up
- Sponsorship Acknowledgement will be included on our Social Platforms

**THANK YOU FOR CONSIDERING TO  
SUPPORT OUR EVENT. WE ARE  
CURRENTLY ACCEPTING SUPPORT FOR  
2024 AND FOR OUR 5TH YEAR IN 2025**





# LET'S CONNECT

CONTACT: JORDAN JOHNSON OR STACEY PUGH  
[STLFESTFOUNDERS@GMAIL.COM](mailto:STLFESTFOUNDERS@GMAIL.COM)

PR/MEDIA: ELIZABETH DONIELLE  
[ELIZABETH@EDTHEBRAND.COM](mailto:ELIZABETH@EDTHEBRAND.COM)

