

SPONSORSHIP OPPORTUNITIES

DELMAR LOOP
UNIVERSITY CITY, MO
SATURDAY
April 20, 2024



For sponsorship interest
& inquiries, please contact
Loop420StreetFest@gmail.com
Jay 314-565-0697
Jessie 314-503-7325

- FREE to the public

- Inaugural Loop 420 Fest In 2023 drew an estimated 10,000 attendees

- Access loyal & new audiences in this fast growing & becoming more widely accepted industry

- Expansive age, cultural & economic demographics. Target audience 21+

- Centrally located with a combined population of over 3 million in Metro St. Louis & surrounding counties.

- Prime on-site presence

- Live Music, National Record Store Day, Vending, Food Options, Industry Demos, Shopping, Beverages, Street Performers

- Portion of sponsorship goes to The Street People Ministry

- We value in working with our sponsors to create engaging brand moments before, during and after the Loop 420 Street Fest.



- Have a creative way you'd like to join us? We are open to innovation and collaboration. Contact us and let's see what we can make work!



ABOUT the FESTIVAL

The Second Annual Loop 420 Street Fest

Saturday April 20, 2024 11am - 7pm

Celebrate the counterculture of the 420 Holiday with music, art, entertainment, industry education, vending and more.



With nearly 30 years in the industry, for almost 2 of those decades, Sunshine Daydream & Emporium Smoke Shop have innovated and developed what has become a widely accepted, adult centered celebration of the counterculture Holiday, 420.

Our business minded goals and community involvement practices have proven to be vital in being able to put on such a unique event in a respectable and reputable manner. All while driving brand recognition not only for our businesses, but also in aiding to develop and put the spotlight on the industry and industry brands, ultimately breaking down stigmas one by one.

What started as a small in-store promotion, quickly developed larger year after year, to include increased customer engagement, brand development, brand sponsorships to increase industry product recognition, media promotions, entertainment, industry demonstrations and education. It wasn't long before our Annual 420 Celebration eventually developed into smaller festival-like events.

Sunshine Daydream & The Emporium's development of marketing and community engagement strategies such as these are some of the factors that have led us to be recognized nation-wide as top tier leaders, developers, retailers and partners in the industry.

In 2023, with the legalization of recreational cannabis, in collaboration with the Loop Special Business District, we took the celebration to the next level by hosting a large one day Festival to celebrate the 420 Holiday. Offering the public a larger opportunity to experience the cultural offerings of the industry, as it has become more widely accepted.

While Sunshine Daydream & The Emporium have hosted smaller festivals for many years prior in the communities where our shops are, we considered 2023 our inaugural year for The Loop 420 Street Fest. Formerly known as The Loop 420 Fest.

What makes The Annual Loop 420 Street Fest attractive to festival-goers and brands alike, is it draws one of the most diverse blends of cultural demographics an event can strive for. The opportunity for businesses and industry related brands to showcase their goods and services to such a diverse level of patrons gathered in one space, on one day, presents an optimal level of exposure. Patrons reap the same benefits in return by engaging with multiple businesses that either already or will potentially peak their interest in one short day. Making it a desirable event for patrons and businesses alike.

And what better location is there to hold such a progressive event as the University City Loop?

Sunshine Daydream opened our first shop in "The Loop" or "The Delmar Loop" depending who you talk to in 1995. And Emporium Smoke Shop in 1997. With a combined 56 years of calling The Loop home, there was no question where the 420 Street Fest should be hosted.

Central to the St. Louis Metropolitan area, the University City Loop gushes with history, culture, artistry, individuality and diversity. And it awesomely blends these desirable qualities with unique small business shopping, dining, nightlife, and experiences. The Loop is within a 45 minute drive to over 3 million people, has easy access to public transportation and Delmar Blvd where The Loop 420 Street Fest will be held, is one of the most historic streets in St. Louis.

With approximately 3 city blocks of Delmar Blvd blocked off, in its inaugural year, the 420 Street Fest found huge success with an estimated 10,000 attendees.

In 2024, with the Saturday of the festival falling on April 20th, along with the success from 2023, we anticipate that number to be even larger.

WHAT'S GOIN' ON?



Why did the Loop 420 Street Fest have thousands turn out in our first year?

Not only did the fest provide an opportunity for those old & new to the industry to come together in a welcoming environment to learn and celebrate the culture surrounding 420...there was also just a lot of good times to be had!

2024 Festivities

- * **LIVE MUSIC - MAIN STAGE**
 - Aaron Kamm & the One Drops
 - Jake's Leg
- * **NATIONAL RECORD STORE DAY**
 - Live Music Vintage Vinyl Stage
- * **ON-SITE GLASSBLOWING**
 - Nationally Renowned Headliners
 - Local Artists
- * **INDUSTRY DEMONSTRATIONS**
- * **INDUSTRY ROW**
 - Cannabis Industry Reps & Vendors
- * **STREET PERFORMERS**
- * **UNIQUE RESTAURANTS & FOOD**
- * **ADULT BEVERAGES**
- * **MANNEQUINS on the LOOP KICK OFF**
- * **SHOPPING LOOP BUSINESSES**
- * **STREET VENDORS**
- * **MORE TO COME....**



SPONSORSHIP BENEFITS



Becoming a sponsor offers you the opportunity to benefit from some or all of the aspects below:

- Introduce your Brand & Product to a large and diverse clientele base of upwards of 10,000 or more**
- Customer Engagement**
- Opportunity to Gather Customer Data for Future Interaction**
- Opportunity to Distribute Promotional Materials for Future Customer Engagement**
- Cross Promotion & Marketing with Various Markets' Customer Bases**
- Opportunity for Networking with others inside & outside of the Industry**
- Social Media Marketing - Facebook Events, Facebook Page, Instagram TikTok**
- Email Marketing campaign to over 10,000 customer database**
- Social Media Lives**
- Television Media Promotion of Event**
- Collaboration marketing on Social Media**
- Visual Marketing via Signage, Banners & Strategic Logo Placement**
- Opportunity for Product Placement in 500+ Goody Bags to be distributed at all 7 Sunshine Daydream & Emporium Shops during their 4 day 420 Sale & Promotion**



SPONSORSHIP STRAINS



Just like strains, we have sponsorship opportunities that fit your vibe.

GODFATHER OG - \$15,000 - Limit 1

- "In Collaboration with: (Your Brand)" in all Media Advertising
- 1 - 10 x 20 Booth or 2 - 10 x 10 Booths ***see below for details on booth placement***
- Prime Vendor Placement near Main Stage for marketing opportunities
- Brand Representation on Main Stage Banners
- Banner Placement at all stages around the event (sponsor supplies 3x5 banners)
- Logo and Provided Web Link Inclusion on top front of event webpage
- Several Mentions on media advertising: Social Media, Live Casts, TV...
- Logo Inclusion on promotional signage throughout the location of the event and promotional material distributed throughout the area
- Logo Inclusion on table tops of tables placed around the stages
- Several Mentions during stage announcements
- Logo Inclusion on event T Shirts
- Sponsorship Inclusion in social media campaign
- Sponsorship mentioned in email blast
- Listing on Sponsorship Page on Event Website
- Custom Functional Glassware Piece made by Headlining Glassblower
- Meet & Greet with Headlining Bands (Or offer tickets to an upcoming show of the rs)
- Product Placement in 500 Giveaway Bags given out at Sunshine Daydream & Emporium Locations (product provided by sponsor)
- 25 Event T Shirts
- 8 Passes to Green Room Food and Beverages
- 4 Premier Parking Spots

If choosing 2 10 x 10 booths, 1 booth will be inside the Industry Zone close to the Main Stage and the 2nd booth will be outside of that zone in another area of your choice

SPONSORSHIP STRAINS



Just like strains, we have sponsorship opportunities that fit your vibe.

Grand Daddy Purple - \$10,000 - Limit 2

- **Naming Rights of Vintage Vinyl Stage or Industry Zone**
- **10 x 20 Booth or 2 - 10 x 10 Booths** ***see below for details on booth placement***
- **Prime Vendor Placement near Main Stage for marketing opportunities**
- **Representation on Main Stage Banners**
- **Banner Placement at all stages around the event** (sponsor supplies 3x5 banners)
- **Logo and Provided Web Link Inclusion on top front of event webpage**
- **Several Mentions on media advertising: Social Media, Live Casts, TV...**
- **Logo Inclusion on promotional signage throughout the location of the event and promotional material distributed throughout the area**
- **Logo Inclusion on table tops of tables placed around the stages**
- **Several Mentions during stage announcements**
- **Logo Inclusion on event T Shirts**
- **Sponsorship Inclusion in social media campaign**
- **Sponsorship mentioned in email blast**
- **Listing on Sponsorship Page on Event Website**
- **Custom Functional Glassware Piece made by Headlining Glassblower**
- **Product Placement in 500 Giveaway Bags given out at Sunshine Daydream & Emporium Locations** (product provided by sponsor)
- **15 Event T Shirts**
- **6 Passes to Green Room Food and Beverages**
- **4 Premier Parking Spots**

*****If choosing 2 10 x 10 booths, 1 booth will be inside the Industry Zone close to the Main Stage and the 2nd booth will be outside of that zone in another area of your choice*****

SPONSORSHIP STRAINS



Just like strains, we have sponsorship opportunities that fit your vibe.

OGK - \$5,000 - Limit 4

- Naming Rights to 1 of the Event Zones or Entertainment Activities
- 10 x 20 Booth
- Vendor Placement Inside of the Tier 1 "Industry Zone"
- Representation on Main Stage Banners
- Banner Placement at all stages around the event (sponsor supplies 3x5 banners)
- Logo and Provided Web Link Inclusion on top front of event webpage
- Several Mentions on media advertising: Social Media, Live Casts, TV...
- Logo Inclusion on promotional signage throughout the location of the event and promotional material distributed throughout the area
- Logo Inclusion on table tops of tables placed around the stages
- 2 Mentions during stage announcements
- Logo Inclusion on event T-Shirts
- Sponsorship Inclusion in social media campaign
- Sponsorship mentioned in email blast
- Listing on Sponsorship Page on Event Website
- Functional Glassware Piece made by Local Glassblower
- 15 Event T-Shirts
- 4 passes to Green Room Food and Beverages
- 3 Premier Parking Spots

SPONSORSHIP STRAINS



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BLUE DREAM - \$2,500

- **10 x 10 Booth**
- **Vendor Placement of your choice Outside of the Tier 1 Industry Zone**
Based on order of Sponsorship Commitment Date
- **Banner Placement Throughout event** (sponsor supplies 3x5 banners)
- **Logo and Provided Web Link Inclusion on bottom front of event webpage**
- **Logo Inclusion on promotional signage throughout the location of the event and promotional material distributed throughout the area**
- **Logo Inclusion on table tops of tables placed around the stages**
- **1 Mention during Stage Announcements**
- **Logo Inclusion on event T-Shirts**
- **Sponsorship Inclusion in social media campaign**
- **Sponsorship mentioned in email blast**
- **Listing on Sponsorship Page on Event Website**
- **Functional Glassware Piece made by Local Glassblower**
- **10 Event T-Shirts**
- **4 Passes to Green Room Food and Beverages**
- **2 Premier Parking Spots**

SPONSORSHIP STRAINS



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SOUR DIESEL - \$1,000

- 10 x 10 Booth
- Vendor Placement of your choice Outside of the Tier 1 Industry Zone
- **Based on order of Sponsorship Commitment Date & after Blue Dream Level Placement****
- Logo and Provided Web Link Inclusion on bottom front of event webpage
- Logo Inclusion on promotional signage throughout the location of the event and promotional material distributed throughout the area
- Logo Inclusion on table tops of tables placed around the stages
- Logo Inclusion on event T-Shirts
- Sponsorship Inclusion in social media campaign
- Sponsorship mentioned in email blast
- Listing on Sponsorship Page on Event Website
- Functional Glassware Piece made by Local Glassblower
- 5 Event T-Shirts
- 2 Passes to Green Room Food and Beverages
- 1 Premier Parking Spot

You Give, We Give. 5% of your sponsorship will be donated to a selfless local charity called The Street People.



TheStreetPeople.org

Their mission is to create a bridge of trust with those experiencing homelessness, so that they can help them find stability and security. The Street People Outreach Team, serves not just those in St Louis City but also extends its reach into neighboring St Charles County – no one is left behind!

The team conducts regular outreach initiatives throughout downtown and beyond so that everyone can get help on their journey towards independence.



Thank you for your support. For information or inquiries about
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Jay 314-565-0697 Jessie 314-503-7325

2023 PARTNERS

