

An aerial photograph of a large outdoor music festival at Francis Park. The scene is filled with a large crowd of people sitting on blankets and chairs on the grass, facing a stage area on the left. The stage has large speakers and a DJ booth. The background is filled with lush green trees. A large, stylized blue logo with a dark blue outline is overlaid on the center of the image.

# GRUB & GROOVE

***AUGUST 16, 2025***  
***FRANCIS PARK***





## GRUB & GROOVE 2025

Thank you for your interest in the 15th Grub and Groove! As we celebrate this milestone anniversary we are looking forward to another outstanding year in Francis Park. We are excited to invite you to be a part of our mission to create a fun-filled, family-friendly event that promotes community engagement and supports a great cause.

All proceeds from the festival benefit non-profit South City Investment Corp., with funds used for projects across Francis Park, Willmore Park, and South City neighborhoods. By partnering with us as a sponsor, you will be making a tangible difference in the lives of those who live, work, and play in our community.

Our festival showcases the best of our region's culinary and musical talent, providing a platform for local businesses and artists to showcase their skills and talents. From mouth-watering food offerings to live music performances, with family activities and a makers market, our festival has something for everyone.

As a nonprofit event, we rely on the generosity of our sponsors to help us make Grub and Groove a success. Your support will help us cover the costs of event production and ensure that our festival remains accessible and free for all to attend.

We offer a variety of sponsorship levels, each with unique benefits tailored to your needs. Whether you are a local business looking to increase your visibility or a community-minded individual looking to make a difference, we have a sponsorship package that is right for you.

We look forward to hearing from you! And can't wait to see you in Francis Park, Saturday August 16th!

## More than just a festival

Grub & Groove has been volunteer led and produced for 15 years, with all proceeds returned to Francis Park, the surrounding community, and other non-profits benefiting St. Louis.

est yearly attendance:

**6,500+**

funds returned to community since 2010:

**\$125,000+**

## Projects funded

- custom Francis Park signage
- new LED lighting within Francis Park
- media library at nearby SLPS Buder Elementary
- donation to support Mission St. Louis' work
- \$30k towards on-going maintenance and work in Francis Park including new trees
- support of landscape works at Willmore Park



## Your support makes it all happen

Grub & Groove has always been free for all to attend. This has been made possible by the support of generous organizations, businesses, and individuals throughout our 14 year history. Our sponsor roster includes local and national businesses who value connecting with an audience that loves what makes St. Louis great: a fantastic park, the best restaurants, and talented musicians.



## Grub & Groove in the news

We have relied on a word of mouth approach, with minimal media spending. But that doesn't mean we don't get press! Check out who has helped spread the word.

- Sauce Magazine
- Feast Magazine
- Riverfront Times
- St. Louis Magazine
- Ladue News
- A-List nominated

## Connect with our audience

There are many ways to connect with our engaged and captive audience members. Choose what is right for you!

- high visibility event naming opportunities
- signage and brand awareness options
- bring your own activation
- let us know if you have an idea!



## All ages, all of STL

The Grub & Groove attendee is someone who loves local. They choose to support causes and brands who give back. Whether coming with friends or family, they are from all over the STL metro.



## BE PART OF IT IN 2025

There are a multitude of ways to support the mission of Grub & Groove. Whether you are looking for an on-site activation or brand visibility, there are opportunities for all budgets. You will find our pre-set list of opportunities on the following page. But should you wish to take an ala-carte approach, choosing the elements that are most impactful for your budget, our team is ready to help. Options are also available for multi-year agreements to lock-in a price or feature. As such, many of our established zones are single sponsor options, and available on a first come basis. Sponsorship is also done on a right of first refusal for returning or multi-year agreements.

In the end Grub & Groove is most successful with your and our goals are aligned: *reaching the broadest audience possible in a fun and dynamic way.*

## EVENT NAMING RIGHTS

Our signature opportunity is having your firm name incorporated into the Grub & Groove branding and promotion as our ‘Presented by...’ sponsor. This tier gets priority in all marketing mentioning and logo placements by benefit of your inclusion in the event name and logo. Going a step further, should a commitment be made prior to June 1st, your firm’s logo will be prominently featured on a single billboard design, in two locations capturing significant visibility in the four weeks leading up to the event.

*For those looking for maximum visibility, and interested in engaging with our team to amplify the success and reach of Grub & Groove, this is the opportunity for you.*

### LOGO REFERENCES FROM PREVIOUS YEARS



## SPONSOR LEVELS AND BENEFITS 2025

	Friend \$500	Supporter \$1,000	Partner \$3,000	Leader \$5,500	Producer \$8,000	Presenter \$15,000
Grub & Groove signage for your place of business	X	X	X	X	X	X
Name listed on event website and on-site signage during event	X					
Single color logo displayed on event website and on-site signage during event		X	X	X	X	X
Social media promotion during lead up to event on Grub & Groove channels		X	X	X	X	X
Optional on-site area for event activation		10x10	10x10	10x20	20x20	20x20
Single color logo incorporated into ‘zone’ activation signage			X	X	X	X
Unique logo incorporated into G&G signage for your business				X	X	X
Single color logo printed on 100 Koozies				X	X	X
Single color logo printed on 1000 stadium cups used for beer and spirits sales during event					X	X
Inclusion in ERCO press materials and promotions					X	X
Multi-color logo incorporated into (2) billboards for 4 weeks leading up to event; sponsorship commitment required by 6/1						X
Zone’ Naming Rights, depending on availability Retail Village; Event Information; Volunteer support (logo on volunteer shirt, food and drinks); Powered By; other developed and agreed upon with G&G			X			
Zone’ Naming Rights, depending on availability Food Row; Kids Zone; Event Entry Portals; Fireworks Finale; Branded Photo-Op; Secondary alcohol partner/Late Night at Lily Pad; other developed and agreed upon with G&G				X		
Zone’ Naming Rights, depending on availability Lily Pad Lounge (one, lead alcohol partner); Stage naming (one); other developed and agreed upon with G&G					X	
Zone’ Naming Rights, depending on availability Company name integrated into event logo as ‘Presented by...’						X

GRUB &  
GROOVE