

St Lou FRINGE

Year-Round Patron Interaction

St. Louis is a city with a rich history and bright future. We are a vibrant community, full of makers and doers; tech-startups and day dreamers; artists and impresarios. The fabric of the metro area's culture is made up of countless unique individuals and networks. It's the diversity of these contributors that makes our town so textured and full of potential.

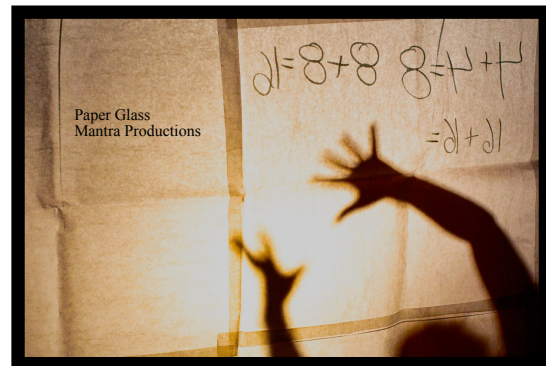
For 6 years, the St Lou Fringe has been on a mission to bring the various voices, backgrounds, and creations of the St. Louis region into the spotlight. We aim to be approachable and intriguing, building a welcoming atmosphere for the entire St. Louis community; one that is fun and whimsical, while satiating our patron's desires to be delighted by self-exploration and interpersonal adventure.

For 25 years, Schlafly has been on a mission to make great beer and food in a fun atmosphere and enjoy it with the community. Physical spaces and mobile outreach combine to provide fun, friendly, warm, and inviting meeting places for local friends and families. For many, Schlafly is synonymous with great times and great memories shared between friends that become family and strangers that become friends.

2017 is the perfect opportunity for Schlafly and St Lou Fringe to join forces in the pursuit of enriching St. Louis. It is our common vision to act as a mecca for the hungry and thirsty, bringing people together, and ensuring that individuals leave feeling full, both spiritually and physically. It is our belief that a specific type of person is looking for the sustenance that our organizations provide. Those people are the Culturally Curious.

Culturally Curious is a phrase that encapsulates the deep hunger that we all feel. The desire to better understand each other, to feel connected, and explore every nook and cranny of what makes St. Louis St. Louis and what makes humans human. Food, drink, music, laughter, sights, movement, feelings; All of these experiences combine to delight the Culturally Curious.

As two influential and committed institutions join together working towards a common goal, the following will become our chorus:



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Year-round artist creativity sponsorship

Year-round digital sponsorship: St Lou Fringe will leverage our digital platforms and reach to tell the story of Schlafly as a brand and product that fuels Cultural Curiosity.

Potential impact:



- Organic network of 5449 culturally curious individuals across Facebook, Twitter, and Instagram.

- Our reach on Facebook alone is 91,415 (paid and organic) during our showcase event. Regardless of whether or not St Lou Fringe has an upcoming event, our organic reach sits at around 2,189 impressions per day. Paid and organic reach combine for benchmark peak of 11,302

impressions on a single day in 2016.

- St Lou Fringe curates a mailing list of 1187 artist and audience subscribers. The open rate for this list is 24.3% (4.45% above the industry average of 19.85%). Our artist-specific email list has a 34.5% open rate. 75% of our press contacts open emails from the St Lou Fringe.
- St Lou Fringe also acts as an administrator for a digital-network of artists (403 members) and a digital-network of volunteers (201).
- On average, 71% of website visits are new. There is an average of 3,244 unique investigative (first step in the sale conversion process) website visits during months where Fringe events occur.
- 34,058 visits were made to our digital point of sale destination. Those driven by social traffic spent an average of \$7 on each visit. The average St Lou Fringe online buyer spent \$25.29 per purchase.



Implementation:

- St Lou Fringe will regularly publish content positioning Schlafly as a contributor and partner in our mission. Posts will be creatively curated to weave a narrative about Schlafly's influence on the St. Louis arts community. These posts will take place on St Lou Fringe's primary social media properties.
 - 4 posts per month on Facebook and Twitter
 - 1 post per month on Instagram
 - Additional posts leading up to events as appropriate
- Additional posts will be made in networks where St Lou Fringe is an influencer (artist and volunteer networks)
 - 20 posts in 2017



- Schlafly will be featured in all email correspondence in 2017

- Logo representation in footer of the email

- 2 emails will be sent highlighting Schlafly's role as Fuel for The Culturally Curious

- Schlafly will be prominently featured on the St Lou Fringe website

- Logo placement on high traffic pages both during the St Lou Fringe Festival and year-round at our monthly events

- St Lou Fringe will write and publish a blog posts about the relationship between Schlafly and the St. Louis arts community

\$5000

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Partnership Opportunities

Year-round artist creativity sponsorship: In addition to digital influence, St Lou Fringe leverages our network of volunteers to have a boots-on-the-ground influence on the St. Louis community. St Lou Fringe will use in-person platforms and reach to tell the story of Schlafly as a brand and product that fuels the cultural curiosity.

Potential impact:

- 26% of purchases from St Lou Fringe are made in-person. Schlafly will receive visual and oral representation at all in-person points of sale for St Lou Fringe.
- St Lou Fringe has deeply rooted personal relationships with influencers in our community. Our media reach and professional network are responsible for the following breakdown of our sales: Explore STL (11.27%), Grand Center Inc (5.96%), The Riverfront Times (8.08%), STL Public Radio (3.49%), STL Today (3.1%), ALIVE (1.23%), United States Associations of Fringe Festivals (1.05%), Fox Theater (.23%). Schlafly will receive mention in all 2017 media alerts and media trades.
- St Lou Fringe engages in posterage and guerilla marketing that takes place in almost 200 locations between St. Louis, St. Peters, and the Metro East. Estimated reach is 60,000 impressions yearly.
- St Lou Fringe publishes a print publication called the Ghost Light. The Ghost Light is distributed for free at various locations across St. Louis in the months leading up to the festival. Readership is estimated at 25,000 per year.
- St Lou Fringe has 3 St. Louis offices. One at T-Rex, hooking us into the tech and startup community in St. Louis. One in Grand Center, hooking us into the arts scene of one of St. Louis' most illustrious arts districts. And, one at the .Zack Arts Incubator, cementing our role as an industry-leading arts organization.
- 3,559 individuals attended St Lou Fringe events in 2016. Patronage almost evenly represents St Louis City and County residents, including Metro East. 75 STL zip codes and twelve states other than Missouri were represented in 2016. Fringe serves a cross section that represents many racial and cultural identities, as well as gender identities. The breakdown is as follows caucasian (80%), African American (11%), Mixed Racial Background (4.4%), Hispanic/Latino (3%), Asian (1.3%), Native American (.5%), Female (61), Male (37%), Transgender (2%), Under 18 (2.2%), 19-22 (8.9%), 23-29 (24%), 30s (24%), 40s (8.8%), 50s (12.8%), 60+ (16.5%).

Implementation:

- Showcase position in St Lou Fringe's printed publication
 - At least one featured article during the 2017 season
 - Cover logo placement
- Logo representation on all non-festival printed posters and materials
- Headlining mention at all non-festival curtain speeches
- Media alert representation for all events
- Exclusive representation at networking events
- Representation at all guerilla-marketing initiatives

\$5000



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Year-round artist creativity sponsorship



Year-round artist creativity sponsorship: Schlafly presence at all artist-specific events including professional development workshops, recruitment efforts, training and informational events, tech-rehearsals, and instances when St Lou Fringe is acting as an influencer within the arts community.

Potential impact:

- St Lou Fringe curates a digital artist network that reaches 408 individual St. Louis artists.
- St Lou Fringe is a part of the national network of Fringe Festivals (USAFF) which connects our organizations to thousands of Fringe artists across the US and Canada.
- The St Lou Fringe Festival provided a platform for 109

performances by 33 producers. 230 artists contributed to the works that were seen at the festival.

- St Lou Fringe facilitates a visual artists showcase at The Westgate Lofts. To this date of 50 local visual artists have been showcased at this platform and other St Lou Fringe events.
- St Lou Fringe is seen as a resource for emerging artists in the region. Our digital properties and our staff are utilized as a resource for many individuals looking for guidance and additional information about producing work within our community.
- St Lou Fringe recently became a resident company within the .Zack Incubator (Kranzberg Arts Foundation) directly connecting us to 20 up-and-coming arts organizations also benefiting from membership with the incubator.

Implementation:

- Schlafly will receive visual, oral, and physical representation at all artist engagement events throughout our 2017 season.
- The Schlafly logo will be included on all artist recruitment marketing (physical and digital)
- The Schlafly logo will be included on all artist training materials throughout the year
- The Schlafly logo will be included in all email correspondence between St Lou Fringe's Artist Services staff and festival artists



\$2000

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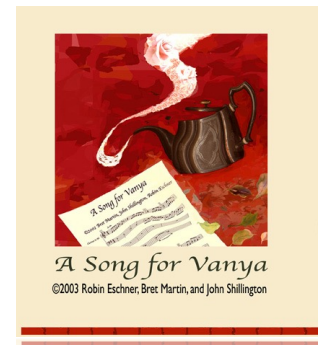
The Schlafly MainStage at The Grandel Theatre

Potential impact:



Unexpected Icon:
The Michelle
McCausland
Story

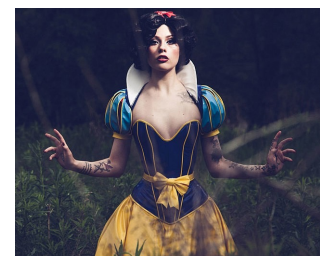
- The 2017 Fringe Festival has the incredible honor of selecting and producing three performances that will mark the inaugural season of the newly renovated Grandel Theatre.
- A St. Louis landmark, the reopening of this space will be deeply impactful on the physical landscape of the St. Louis arts scene. There is only one opportunity to be a part of this momentous occasion.
- St Lou Fringe anticipates a minimum of 1,200 patrons will join us in celebrating the reopening of the Grandel Theatre during the 2017 Fringe Festival. These patrons will be attending 10 separate performances from 3 separate production companies over the course of 6 days in August, 2017.
- The first ever “curated” St Lou Fringe production with headline the Schlafly Stage. Titled A Song for Vanya, this is a national production brought to St. Louis by the Fringe to be performed by local talent, thus having both national and local marketing implications for Schlafly.
- ERA, a wildly popular St. Louis theatre company will be producing 4 of the performances at The Grandel Theatre. As a result, Schlafly will receive the benefits of the combined reach of St Lou Fringe, The Kranzberg Arts Foundation, and ERA during this event.
- There will be a late-night showcase event titled “Unexpected Icon” produced and performed by one of St. Louis’ legendary drag queens Michelle McCausland. Schlafly will benefit from reach and awareness within the LGBTQ and drag communities of St. Louis.
- The Grandel Theatre has several new tricks up its newly renovated sleeve including a bar/venue speakeasy space located on the premises. Schlafly’s connection to this icon venue has far reaching branding implications.



A Song For Vanya

Implementation:

- All festival informational and marketing materials will refer the the Grandel Theatre and “The Schlafly Stage”
- Headlining curtain speech recognition
- Logo representation on all Grandel Theatre performance brochures
- Logo representation on all promotional materials (physical and digital) for Grandel Theatre performance. This includes individual Facebook events, calendar events on local event websites, poster, print advertising, etc.
- Media mentions in all St Lou Fringe generated content relating to the use of the Grandel Theatre or any productions occurring within that space



Snow White
ERA

\$3000

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Additional event-based sponsorship opportunities



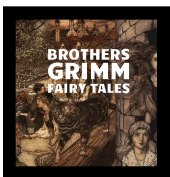
Fringemeister Reprise
Count Time! The Life and Times of Patricia Prewitt
by Elizabeth Townsend
\$2000



RFK
Written by Jack Holmes:
Directed by Daniel J. Betzler
A One-Man Show Performed by Matthew R. Kerns
\$2000



Fringe Launch Party
The announcement St. Louis has been waiting for all year long. The acts of the 2017 Fringe to be released to the public.
\$500



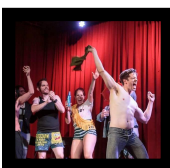
Five-Fifths
Co-produced with Sensory Overload. Five-Fifths is a Fringe tradition. Fringe network artists – performing, visual, and ambient - will collectively interpret a single unifying story. This year's theme is The Brothers Grimm.
\$1500



Shades of Blue
Sayer Johnson explores themes of personal identity through a variety of media. Reflecting on their intersection of identity THREE men share their journeys and insight into their transmasculine experience.
\$1500



Fat Dancer
An evening of movement inspired by the Fat Activism of Kelli Jean Drinkwater.
\$2000



Act Your Pants Off
Top St Louis talent put themselves, and their craft, to the test as our city's strongest talent face off in challenges the likes of which they've never seen, fighting for audience approval – and fighting to keep their belts buckled.
\$1500

St Lou Fringe already have a demonstrated record of success when our powers combine. Our audience feedback was extraordinary. Everyone: staff, volunteers, artists, patrons, were thrilled at the implications of following up their performing arts experience.
Cheers to seeing what is possible in 2017.