DEAR FAIR PATRONS,

Throughout Fair Saint Louis’ 40 years, millions have flocked to the fairgrounds to see the likes of Elton John, Dionne Warwick, Styx, Ray Charles, Sheryl Crow, Black Eyed Peas, Sammy Hagar, Flo Rida and Martina McBride grace our stage. Air shows decorate the skies and sparkling fireworks dazzle in the night. This year, however, things looked a little different. While we made the difficult decision to hold off on traditional Fair Saint Louis activities until 2022 due to the pandemic, we remained committed to giving St. Louis something familiar to celebrate and something new to experience in 2021.

Fair Saint Louis fireworks over the Arch is always an iconic show – but this year we asked ourselves, **how can we make these fireworks even more iconic?** The answer was simple: Produce the largest Fourth of July fireworks show St. Louis has ever seen. With over 3,000 shells launched from the Mississippi River in downtown St. Louis, our Fourth of July Fireworks Spectacular over the Mighty Mississippi was a spectacle in itself; it was even broadcast on CNN as part of the network’s “Fourth in America Special.” It was wonderful to see people from across the region come downtown to experience firsthand the multitude of sparkling fireworks framed by the Gateway Arch.

It is always our goal to engage a new generation of fairgoers. This year, we welcomed esports – a nearly billion-dollar industry and one of the fastest-growing sports in the world – into the Fair Saint Louis family with the inaugural Gateway Legends Collegiate Invitational, a 3-day tournament that featured the nation’s top 16 teams competing for a prize pool of $10,000. The tournament was a massive success and received significant buzz from esports players and influencers from across the country! We are already eager to get to work to make it bigger and better in 2022.

We are so grateful to our amazing sponsors for their support, including our friends at Enterprise, Edward Jones, The Centene Charitable Foundation, Ballpark Village and Saint Louis Science Center. We’d also like to extend a very special thanks to Nerd Street Gamers for helping us ensure Gateway Legends went above and beyond everyone’s expectations, and to Maryville University for their guidance in planning and executing a collegiate level esports tournament.

And to you, our partners and sponsors of Fair Saint Louis, we are extremely thankful for YOUR support – without it, we wouldn’t be able to provide our region this free event for 40 years... and counting!

Richard L. Nix, Jr.
Chairman, Fair St. Louis Foundation

David Estes
General Chairman, Fair Saint Louis
GATEWAY LEGENDS COLLEGIATE INVITATIONAL

CELEBRATING ST. LOUIS' TRADITION OF SPORTS, SCIENCE, AND INNOVATION – FAIR SAINT LOUIS WELCOMES ESPORTS TO AMERICA'S BIGGEST BIRTHDAY PARTY!

While researching opportunities to expand the Fair brand to attract a new generation of fairgoers, Fair Saint Louis found that esports – one of the fastest-growing sports in the world – may be the perfect fit for the future of the Fair, building upon the city’s reputation as a great sports town and one of the most vibrant technology hubs in the U.S. With that, the Gateway Legends Collegiate Invitational (GLCI), sponsored by The Centene Charitable Foundation, was born.

Over the 2021 Fourth of July weekend, Fair Saint Louis, with the help of Nerd Street Gamers, transformed downtown St. Louis’ Ballpark Village into gaming central, where 16 of the nation’s top collegiate teams competed in the game League of Legends for a prize pool of $10,000. Not only did the inaugural tournament feature some of the top esports players in the country, but it was also the first national collegiate esports tournament of the year. The stakes were high to be crowned the champion!

Thousands watched the action-packed gameplay unfold at Ballpark Village over the course of the three-day tournament, and people from across the globe tuned in live on the streaming platform Twitch. Celebrity casters provided colorful play-by-play commentary before, during and after the matches. For both esports fans and first-time watchers, the electrifying atmosphere at Ballpark Village was unlike anything the venue had experienced before.

The games weren’t the only activities at GLCI. With the tournament, Fair Saint Louis set out to make esports more diverse and inclusive. The Saint Louis Science Center hosted educational panels with high school and collegiate program leaders to discuss the benefits of school-based esports programs and help participants learn about the industry through a professional lens. Esports teams from Big Brothers Big Sisters of Eastern Missouri and the Boys and Girls Clubs of Greater St. Louis also attended, allowing kids to experience an in-person esports tournament firsthand.

Between matches, musical acts from across the St. Louis region kept the energy high all weekend long. Performers included Fresh Produce, Yacht Rockers, Fire for Effect, Joe Dirt, We Are Root Mod, DJ Franco and DJ Spheres. At GLCI’s end, 3-time national champion Maryville University added another accolade to its name, going undefeated throughout tournament play and beating Winthrop University in the finals to take home the winnings, the trophy and the title of Gateway Legends champion.

The Gateway Legends Collegiate Invitational was a success across the board – the social media chatter around the tournament continued for days afterward, with many providing praises for a job well done. With excitement for next year already mounting, Fair Saint Louis is looking forward to an exciting 2022 for Gateway Legends.
TO SAY ST. LOUIS WAS HUNGRY FOR A MASSIVE FIREWORKS SHOW IN 2021 IS AN UNDERSTATEMENT. DOWNTOWN HAD NOT EXPERIENCED A FOURTH OF JULY FIREWORKS SHOW SINCE 2019 THANKS TO THE PANDEMIC, SO TO MAKE UP FOR LOST TIME, FAIR SAINT LOUIS WAS COMMITTED TO PRODUCING THE LARGEST FIREWORKS SHOW ST. LOUIS HAD EVER SEEN IN CELEBRATION OF THE ST. LOUIS COMMUNITY AND 40 YEARS OF THE FAIR.

The weather the evening of Sunday, July 4 was close to perfect. People from across the region gathered downtown at restaurants and hotels, under the Gateway Arch and in Kiener Plaza for what would be the most extravagant and highly anticipated Fair Saint Louis fireworks show to date: the Fourth of July Fireworks Spectacular, sponsored by Edward Jones.

At approximately 9:45 p.m., the family of fallen Officer Tamarris Bohannon of the St. Louis Metropolitan Police Department “pressed the button” to start the show. The dazzling fireworks, framed by the Gateway Arch, lit up the night sky in a choreographed fashion – in all, 3,000 shells were launched from two barges positioned on the Mississippi River. Spectators took in magnificent pyrotechnic effects including star blasters, double rings and Niagara Falls scenes that correlated to a musical score that featured patriotic tunes and current hits broadcast live on iHeart Radio’s local stations 93.7 The Bull, 103.3 KLOU and 210.7. Fair Saint Louis media partner KMOV broadcast the show live for St. Louisans to enjoy from home.

The Fourth of July Fireworks Spectacular also wowed audiences nationally, as it was selected to be part of CNN’s “Fourth in America” Independence Day special. Millions from across the U.S. enjoyed live snippets of the grand finale, in which the downtown cityscape was illuminated in bright, sparkling colors, highlighting the beautiful St. Louis skyline.
In early 2020, with the global pandemic affecting nearly every facet of our daily lives, the Fair St. Louis Foundation set out to lift-up our local community and help those in need through Fair Saint Louis Gives Back.

Working alongside our partners and sponsors, we have been able to make an impact in our community through multiple Fair Saint Louis Gives Back service events. Most recently, as live music has always been the backbone of Fair Saint Louis, the Fair St. Louis Foundation donated $10,000 to “Keep Live Alive St. Louis,” directly supporting those who work behind the scenes to produce concerts and live entertainment events for St. Louis. This industry has been decimated by the pandemic, and with the help of partners like the Fair St. Louis Foundation, Keep Live Alive St. Louis was able to award a $1,000 grant to every eligible applicant, including concession workers, sound & lighting technicians and backstage crew.

Additionally, in the summer of 2020 at the height of the pandemic, we provided more than 2,700 meals to our local healthcare heroes and essential workers to thank them for their tireless work to keep the St. Louis community safe and healthy. We also partnered with the St. Louis Metropolitan Clergy Coalition and the Urban League of Metropolitan St. Louis to distribute 20,000 face masks to those most vulnerable and in need.

In an effort to bring smiles to kids during the pandemic-stricken holiday season, we worked alongside the City of St. Louis Division of Corrections to donate gifts to children of incarcerated women. These kids lived with family members or in foster homes and had not seen their mothers since before the COVID-19 pandemic began. We are proud to have delivered holiday cheer and more than 200 gifts to these children.

We look forward to continuing Fair Saint Louis Gives Back and helping even more people in need in our region. If you have a suggestion for a future Fair Saint Louis Gives Back initiative, please send a message to GivesBack@fairsaintlouis.org.
The new generation of fairgoers is immersed in social media. From Facebook and Twitter to Instagram and TikTok, every platform was buzzing with chatter about Gateway Legends and Fair Saint Louis – posts racked up millions of impressions and engagements across all platforms.

**SOCIAL MEDIA RECAP**

13,161,544 SOCIAL MEDIA IMPRESSIONS

**DIGITAL PARTNERSHIPS** This year, Fair Saint Louis partnered with **St. Louis Blues’ defense man Robert Thomas** and local content creators to further engage our digital audience. St. Louis Youtuber **Dante Barger** spent a whole day at Gateway Legends, taking in the scenes and learning about esports. **Jason Pippi** hosted a Gateway Legends swag giveaway on his Instagram page and utilized his professional platform, **Yelp St. Louis**, to do the same.
TRADITIONAL MEDIA RECAP

Gateway Legends Collegiate Invitational and the Fourth of July Fireworks Spectacular attracted the attention of local and national media outlets, allowing viewers across the globe to experience the excitement of Fair Saint Louis.

A special thank you to our media partners who helped share this year’s Fair Saint Louis fun with folks around the world!

TRADITIONAL MEDIA IMPRESSIONS

2,395,084,912
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<thead>
<tr>
<th><strong>Gateway Legends Athletes</strong></th>
<th><strong>Combined Video Views</strong></th>
<th><strong>Pounds of Explosives for Fireworks Show</strong></th>
<th><strong>Total Fair Saint Louis Social Media Impressions</strong></th>
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<tr>
<td>106</td>
<td>11,736</td>
<td>3,600+</td>
<td>533,762</td>
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<td><strong>PCs Used for Gateway Legends Collegiate Invitational</strong></td>
<td><strong>SEVEN</strong></td>
<td><strong>Musical Performances on the Together Credit Union Stage at Ballpark Village</strong></td>
<td><strong>OVER 23 HOURS of Tournament Action Streamed via TwitchTV</strong></td>
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<td>40</td>
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<tr>
<td><strong>2,395,084,912</strong></td>
<td><strong>Earned Media Impressions</strong></td>
<td><strong>Over 23 Hours of Tournament Action Streamed via TwitchTV</strong></td>
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The Gateway Legends Collegiate Invitational had social media abuzz with appreciative commentary through Independence Day weekend and beyond.

“The swag bags they gave all the players were the best swag bags I’ve ever seen in my life. They cared about the event, they cared about the players. It was an amazing venue. We can’t wait for them to announce the next event that they’re going to do because we’ll definitely go.”

— Doc Haskell, Head Coach of Esports at Boise State University

“This event has been amazing so far!!! Thank you for working so hard on this! Have to thank you again for the amazing event and bringing everyone together. 10/10 can’t wait for next year! @clerkie and @FairSaintLouis were the most gracious of hosts to all!!!”

— Mark “Garvey” Candella, Director of Student and Education Programs at Twitch

“The #GatewayLegends LAN was one of the sickest tournaments/trips I’ve experienced for collegiate esports!”

— Hector Mavrakis, Social Media Manager for Esports at the University of Texas at Dallas

“Going to an event that is ran by event professionals outside of esports is always a huge breath of fresh air. We could tell the difference. @FairSaintLouis did an amazing job!”

— Adam Antor, Head Esports Coach at Aquinas College

“What an ending to a great weekend. I hope everyone had a safe and fun 4th of July. Thank you again to @FairSaintLouis for all of the hospitality this weekend - it was an amazing weekend.”

— Matt Potthoff, General Manager and Vice President of Esports at eUnited

“We’re extremely thankful for the time we had this weekend at #GatewayLegends! @MaryvilleGG and @FairSaintLouis set the bar for a smooth in-person experience. We look forward to more opportunities that allow us all to get together and demonstrate our love of the game ⚡”

— Harrisburg University Storm Esports
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