



Oktoberfest 2017 Corporate Sponsorship Levels

Presenting Sponsorship - \$12,000

- Company included as the event presenter in the event title for all advertising
- All advertising inclusion – print/digital ads, event posters/postcards, website, e-blasts and press releases
- Company logo included on event banners located throughout venue
- Company recognition in promotional announcements from three music stages
- Complimentary 10'x10' booth space
- Fifteen complimentary drink tickets

Primary Sponsorship - \$5,000

- All advertising inclusion – print/digital ads, event posters/postcards, website, e-blasts and press releases
- Company logo included on event banners located throughout venue
- Company recognition in promotional announcements from three music stages
- Six complimentary drink tickets

Media Sponsor - \$10,000 in-kind value

- All advertising inclusion – print/digital ads, event posters/postcards, website, e-blasts and press releases
- Company logo included on event banners located throughout venue
- Company recognition in promotional announcements from three music stages

Alcoholic Beverage Sponsor (Negotiated)

- Exclusive beverage sold at all beer booths in venue (excluding micro-brewery arena)
- All advertising inclusion – print/digital ads, event posters/postcards, website, e-blasts and press releases
- Company logo included on event banners located throughout venue
- Company recognition in promotional announcements from three music stages

Non-Alcoholic Sponsor (Negotiated)

- Exclusive non-alcoholic beverage sold at all beverage booths in venue
- All advertising inclusion – print/digital ads, event posters/postcards, website, e-blasts and press releases
- Company logo included on event banners located throughout venue
- Company recognition in promotional announcements from three music stages

Sponsorship Component Opportunities

Main Stage - \$2,500

Entertainment will feature broad based musical artists, who are regionally and nationally recognized for their passionate performance.

- Company logo featured on event banner located on Main Stage and print/digital ads, event posters/postcards, website, e-blasts and press releases.

Kinder Platz - \$2,000

Fun zone for children with a pumpkin patch, games and activities

- Company logo featured on event banner located in Kinder Platz and print/digital ads, event posters/postcards, website, e-blasts and press releases.

Autobahn - \$2,000

Local dealerships display vehicles of their choice.

- Company logo featured on event banner located in Autobahn and print/digital ads, event posters/postcards, website, e-blasts and press releases.

Micro Brew Arena - \$2,000

Featuring the foremost brews available.

- Company logo featured on event banner located in Micro Brew Arena and print/digital ads, event posters/postcards, website, e-blasts and press releases

Beer Garden Stage - \$1,500

Entertainment will feature traditional international music trio and a comfortable area to relax and enjoy beverages.

- Company logo featured on event banner located near Beer Garden stage and print/digital ads, event posters/postcards, website, e-blasts and press releases.