

## The Festival

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Oktoberfest's mid-September kick-off coincides with the original Munich Oktoberfest and is a perfect foray into autumn. The event boasts live music, an international food court, carnival and amusement rides, family entertainment pavilion, and a shopping row filled with artisans and vendors. And forget not the Beer Garden, which features special Oktoberfest seasonal selections among others! Oktoberfest is an event designed to beat the end of summer blues!

## Investing Together

Activating your sponsorship is one of our top goals. We do this by providing you with the maximum return on investment. Each sponsorship package is tailored to include an extensive menu of rights and benefits designed to provide an event marketing platform to meet your objectives.

## Sponsor Benefits

ON-SITE PRESENCE, BRAND  
ACKNOWLEDGEMENT, PROMOTIONAL  
RIGHTS, LOGO RECOGNITION

## Choose your sponsorship level:

- HEAD LINING SPONSOR: \$10,000
- SUPPORTING SPONSOR: \$5,000
- DISPLAY SPONSOR: \$2,500
- COMMUNITY SPONSOR: \$1,000
- KIDS AREA SPONSOR: \$500

COMPANY NAME

NAME

ADDRESS

CITY

STATE

PHONE

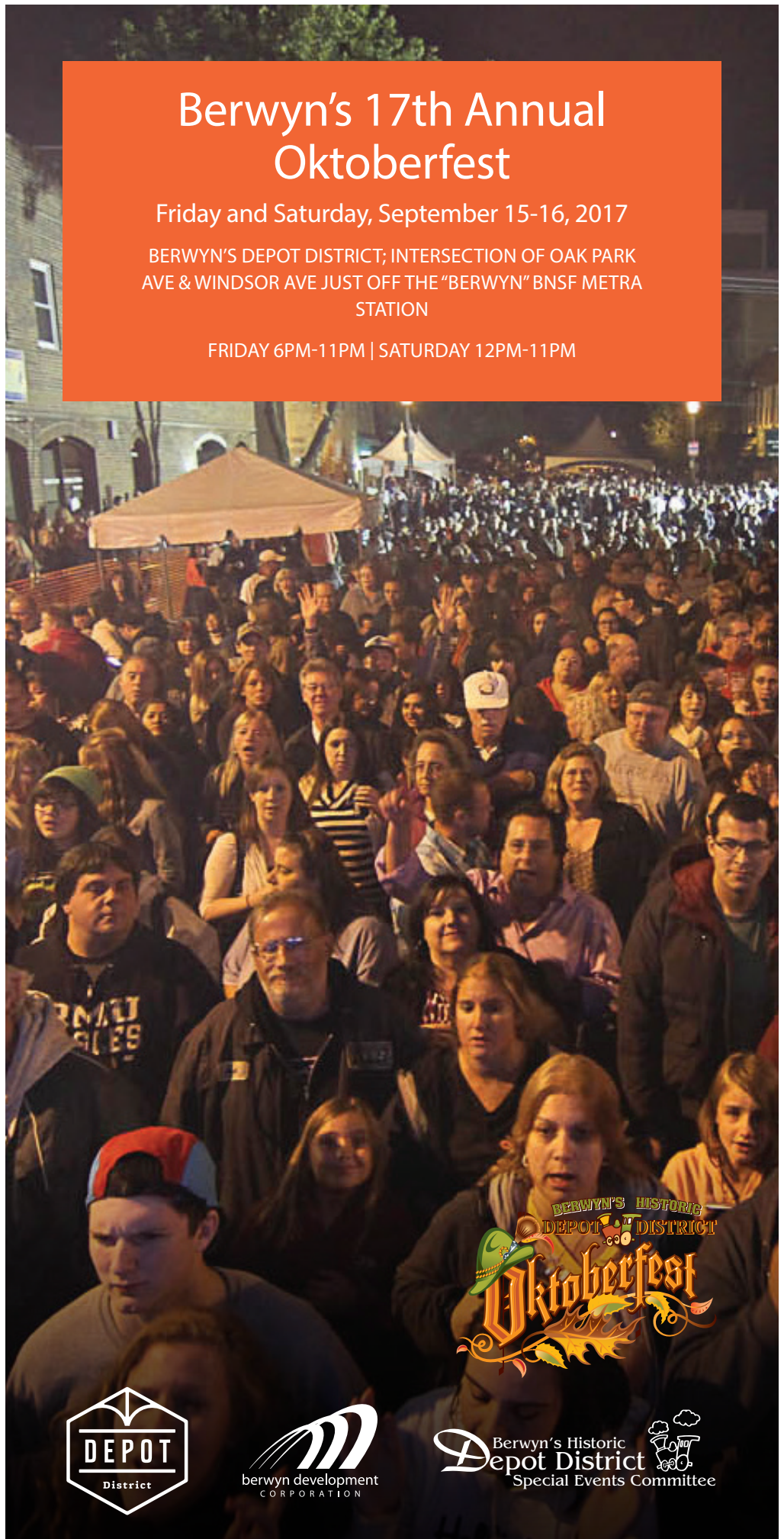
EMAIL

# Berwyn's 17th Annual Oktoberfest

Friday and Saturday, September 15-16, 2017

BERWYN'S DEPOT DISTRICT; INTERSECTION OF OAK PARK  
AVE & WINDSOR AVE JUST OFF THE "BERWYN" BNSF METRA  
STATION

FRIDAY 6PM-11PM | SATURDAY 12PM-11PM



# 2017 Oktoberfest

## SPONSOR BENEFITS

	Head Lining \$10,000	Supporting \$5,000	Display \$2,500	Community \$1,000	Kids Area \$500
<b>On-site Activation &amp; Presence</b>					
Banner placement on center of music stage	Center Stage Banner				
Banner placement at entrance points and throughout venue	5 banners	4 banners	2 banners	1 banner	1 banner (3'x2' sponsor provided)
Tented booth to be used for marketing, promotion, display or your company's products and services.	10'x30' space 3 tables, 6 chairs	10'x20' space 2 tables, 4 chairs	10'x10' space 1 table, 2 chairs	10'x10' space	
Name and special mention in stage announcements.	✓	✓	✓		
Company can provide literature, coupon or samples at ticket sales booths.	✓	✓	✓		
Company VIP to welcome crowd from music stage preceding headliner act on both nights	✓				
<b>Brand Acknowledgement</b>					
Sponsor included in all print and broadcast advertising, internet, PR and event collateral materials	✓				
Company will have logo included in print advertising and collateral materials including promo flyers and event posters	First Tier	Second Tier			
<b>Public Relations &amp; Promotional Rights</b>					
Receive Official Sponsor status in related press kits and general news releases.	✓	✓			
Name in title in event related PR.	All Event & Stage	All Event			
Special press release announcing your sponsorship.	✓	✓			
Your company will have rights to event marks and logos for one year past the date of signing.	✓	✓	✓	✓	✓
<b>Media</b>					
Inclusion of company logo on digital billboard at high traffic intersection for 2 weeks preceding event	✓				
Company logo and link on event website	✓	✓	✓	✓	✓
Company name included on event's social media pages	✓	✓	✓	✓	✓
Special e-blast advertising the event includes a logo, link and message from your company.	✓	✓			
Sponsor name included in radio spots with partnering radio station.	✓				



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BRAND ACKNOWLEDGEMENT  
PROMOTIONAL RIGHTS  
LOGO RECOGNITION

CONTINUOUS LIVE MUSIC  
INTERNATIONAL FOOD  
COURT BEER GARDENS.  
CARNIVAL & CHILDREN'S  
AMUSEMENTS ARRAY OF  
ARTISANS & VENDORS  
EXCELLENT PUBLIC  
TRANSPORTATION  
& PARKING

# Berwyn's 16th Annual Oktoberfest

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