

BERWYN'S 18TH ANNUAL OKTOBERFEST PRESENTED BY LOYOLA MEDICINE & MACNEAL HOSPITAL



MacNeal Hospital

The Festival

Fri, Sept 14, 2018 from 6PM-11PM • Sat, Sept 15, 2018 from 12PM-11PM

Though the sun will begin to set on summer, Berwyn's festival calendar hits a crescendo with its annual Oktoberfest. Now in its 18th year, the Depot District's premier event has grown into the western suburbs' biggest party of the year. The successful two-day event takes place in Berwyn's downtown on both sides of the Metra tracks. The event hosts a record attendance, drawing both locals and visitors from around Chicago.

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 benefits designed to meet your objectives.

Sponsor Benefits

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

Choose your sponsorship level:

- SOLD!** HEADLINING SPONSOR: \$15,000
- SUPPORTING SPONSOR: \$10,000
- DISPLAY SPONSOR: \$5,000
- COMMUNITY SPONSOR: \$1,000
- FAMILY PAVILION SPONSOR: \$500

Berwyn's Depot District - Intersection of Oak Park Ave & Windsor Ave, just off the "Berwyn" BNSF Metra Station.



Berwyn's quaint, walkable city center extends across both sides of the Metra BNSF Line. The **Depot District** has an array of independent shops offering rare collectibles and specialty items. Dining and nightlife options are aplenty, ranging from white table cloth to upscale bar fare.

COMPANY NAME

NAME

ADDRESS

CITY

STATE

PHONE

EMAIL



Make checks payable to Berwyn Development Corporation or register online at BerwynOktoberfest.com





On-site Activation & Presence

SOLD!
Headlining
\$15,000

Supporting
\$10,000

Display
\$5,000

Community
\$1,000

Family
Pavilion
\$00

	Headlining \$15,000	Supporting \$10,000	Display \$5,000	Community \$1,000	Family Pavilion \$00
Banner placement on center of music stage	Center Stage Banner	Stage banner			
Banner placement at entrance points and throughout venue	5 banners	4 banners	2 banners	1 banner	1 banner in Kids Area (3'x2' sponsor provided)
Tented booth to be used for marketing, promotion, display or your company's products and services <small>*Up to two spaces available. Food court ONLY.</small>	10'x30' space* 3 tables, 6 chairs	10'x20' space* 2 tables, 4 chairs	10'x10' space* 2 tables, 4 chairs		
Special announcement on stage	✓	✓			
Name and special mention in automated 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	✓				

Brand Acknowledgement

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	Third Tier		
Novelty fan with sponsor logo	✓				

Public Relations & Promotional Rights

Receive Official Sponsor status in related press kits and general news releases	✓	✓			
Naming rights, ie: Berwyn's Oktoberfest presented by	All Event & Stage				
Special press release announcing your sponsorship	✓	✓			
Your company will have rights to event marks and logos for one year past the date of signing	✓	✓	✓	✓	✓

Media

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	✓				