



Saturday, October 5, 2019
Historic Church Street in Vienna

WELCOME & INTRODUCTIONS

Dear Potential Participant,

Announcing the Twelfth Annual Oktoberfest!

Oktoberfest 2019, sponsored by Vienna Business Association, will be held on **Saturday, October 5, 2019 from 11 a.m. —7 p.m.** on the Town Green and historic Church Street in the heart of Vienna, VA. The event will feature live entertainment on three stages (a main stage, a children’s stage and an acoustic stage), two beer gardens with food, children’s activities, and a festival marketplace.

Over the past twelve years, the booth space has sold out. Over all of the years of the festival, attendance has averaged 20,000 attendees, and last year with many changes made, we accommodated over 30,000. For families with children and those without children, all ages enjoyed the variety of food, festival grounds vendors, entertainment and, of course, beer and wine.

This event provides an ideal venue to showcase your business. You’ll have the opportunity to personally interact with 1000’s of potential new customers. This is an incredibly affordable way to do marketing, outreach and is great publicity for your business, all while having fun!

Booth space is limited, so please don’t delay and miss out on this fabulous opportunity. The deadline to submit your paperwork and payment is **Tuesday, September 10, 2019.** *

If you have any questions, please do not hesitate to contact the following individuals:

Festival Chair	Kathy Georgen	703-319-3990	oktoberfest@viennabusiness.org
Food Vendor Chair	Peggy James	703-201-2590	food@viennabusiness.org
Non-Food Vendor Chair	Carey Sienicki	703-242-5785	vendors@viennabusiness.org
Sponsor Chair	Peggy James	703-201-2590	sponsors@viennabusiness.org

See you at Oktoberfest 2019!

Last year’s changes were a popular success! All patrons will have access to beer service at all food locations. There will be three separate vendor areas within the festival marketplace, the **Business Expo** (*with a premier vendor location in the center of the festival*), a designated **Hand-crafter’s market** (*with a preferred location*) and a **Marketplatz** (*for buy-sell and other activities*). Please see breakdown below and maps for locations. Also, we will again have registration forms and payment available on the VBA website. Hopefully you will find these changes a better experience, but contact us if there are any questions. Each of the opportunities will have its own form(s) to complete.



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Sponsorship Opportunities ¹

- Platinum Title Sponsor—One Available (\$5000)
- Main Stage Sponsor – One Available (\$3500)
- Beer Mug Sponsor—Two Available (\$3000)
- Children’s Stage Town Green Sponsor – One Available (\$3000)
- Center Street Acoustic Stage Sponsor – One Available (\$2000)
- Hand-crafted Market Sponsor- One Available (\$1500)
- Marketplatz Sponsor-One Available (\$1500)
- Mill Street Food Court Sponsor-One Available (\$1500)
- German Auto Show Sponsor - One Available (\$750)
- Kid Zone Sponsor—Ten Available (\$500)

Food Vendor Opportunities ²

- Food Vendor Beer Garden (\$750 or \$650 for VBA Members)^{3,5}
- Food Vendor (10x20) Festival Grounds (\$400 or \$300 for VBA Members)
 - additional food vendor space (add \$200 extra)

Non-Food Vendor Opportunities ⁴

- Business Expo Vendor (\$500 or \$400 for VBA Members per space) ⁵
- Marktplatz (Buy/Sell) Vendor (\$300 or \$200 for VBA Members)
 - additional non-food vendor space (add \$200 extra)

Special Consideration, at the review of the Oktoberfest Vendor Committee:

- VBA Certified Non-Profit (\$225 or \$145 for VBA Members)
- Non-Profit donating 20+ volunteers or children’s activity (Free – verify option with oktoberfest@viennaoktoberfest.org)
- 100% Handcrafted, local especially welcomed, for preferred location, 20% cap on # of jewelry vendors, \$185 –submit photos to vendors@viennaoktoberfest.org or address below. No polaroid/slides please.

Deadline to participate is Tuesday, September 10, 2019. Payment in full must accompany completed application to process. No cancellations or refunds after this date. Preference is for an online payment, but checks will be accepted, make checks payable to VBA. A \$25 cancellation fee will be deducted from all refund checks.

By submitting an application and providing payment, the vendor hereby acknowledges it has read, fully understands and agrees to abide by all rules and regulations for the VBA Oktoberfest 2019 Festival.

The vendor also understands, due to the increased number of vendors, the VBA will be ranking and locating each interested applicant for these spaces using the following criteria:

1. Oktoberfest Sponsor
2. Vienna Business Association Member
3. Vendor space at Beer Garden or within Business Expo area
4. Business Location in or near Vienna, VA
5. Order to which a completed application and full payment is received (*either by deadline or within 30 days of registration*).

¹ For Sponsors: complete all requirements of the sponsor application. If applicable, please e-mail your digital company logo to: sponsors@viennaoktoberfest.org

² You must also complete all requirements of the food vendor application.

³ Oktoberfest theme described on booth description form.

⁴ You must also complete all requirements of the non-food vendor application.

⁵ Payment due immediately upon registration, non-refundable.