



2018 Oktoberfest Sponsorship Opportunities

Prize Donations: No Limit

Tier one - \$30

- 1 free food ticket (value \$2.00)
- Recognition during prize awarded

Tier two - \$40

- 1 free drink ticket (value \$5.00)
- Recognition during prize awarded

Tier three - \$50

- 1 free drink ticket and 1 free food ticket (value \$7.00)
- Recognition during prize awarded

NOTE: Prizes can be a cash donation for event staff to purchase or a prize with receipt/value. Prizes must be delivered by August 3, 2018 to Visitor Center.

Festival Friends: No limit to availability – One per person/business

Prost - \$100

One of the most important Oktoberfest words, *prost* is German for 'cheers'.

- Listing on Facebook Event Page and website for three months
- 2 entry tickets to event either Friday or Saturday

Bier - \$150

The word hardly needs to be translated, but at Oktoberfest everything revolves around the Bavarians' favorite drink – beer!

- Logo featured on Facebook event page and website for six months
- 2 entry tickets to event either Friday or Saturday
- 2 tickets to VIP invitation only reception 5:00 pm on Friday at beer tent

Oktoberfest - \$200

No translation required but note that in German it is *das Oktoberfest*.

- Logo featured on Facebook event page and website for six months.
- Name listed on Sponsor Banner at ticket gate
- 4 entry tickets to event either Friday or Saturday
- 2 tickets to VIP invitation only reception 5:00 pm on Friday at beer tent

Souvenirs - \$275.00/6 available

Bierkrug

A beer mug/stein, which is an essential thing to have at Oktoberfest.

- Logo featured on Facebook event page and website for six months
- Name listed on Sponsor Banner at ticket gate and banner in Souvenir building
- Recognition from stage Friday and Saturday night
- 1 free souvenir
- 4 entry tickets to either Friday or Saturday
- 2 tickets to VIP invitation only reception 5:00 PM on Friday at beer tent

Dance Floor - \$300.00/6 available

Dirndl

A traditional dress for women, the dirndl is worn especially in Bavaria and very popular among female Oktoberfest visitors. It consists of a bodice, blouse, skirt, and apron.

- Logo featured on Facebook event page and website for six months
- Name listed on Sponsor Banner at ticket gate and banner over dance floor
- Name listed on event posters
- Dance dedication from band Friday and Saturday night
- 4 entry tickets to event either Friday or Saturday
- 2 tickets to VIP invitation only reception 5:00 pm on Friday at beer tent

Games - \$300.00/6 available

Lederhose

Leather trousers, particularly popular in Bavaria. These are an essential part of the men's traditional dress, usually worn together with a white shirt, knee-length socks, and special shoes.

- Logo featured on Facebook event page and website for six months
- Name listed on Sponsor Banner at ticket gate and banner in main tent
- Name listed on event posters
- Recognition from event stage during games
- Stage presentation of prize to a game winner
- 4 entry tickets to either Friday or Saturday
- 2 tickets to VIP invitation only reception 5:00 pm on Friday at beer tent

Vendor Village - \$300.00/6 available

Wiesn

The Bavarian name for Oktoberfest, an abbreviation of *Theresienwiese*, the meadow

- Logo featured on Facebook event page and website for six months
- Name listed on Sponsor Banner at ticket gate and banner in Vendor Village
- Name listed on event posters
- Recognition from stage Friday and Saturday night
- 4 entry tickets to either Friday or Saturday
- 2 tickets to VIP invitation only reception 5:00 pm on Friday at beer tent
- No charge vendor booth in vendor village to sell logo product

Food Tent - \$400.00/5 available

Bretzel

German for pretzel.

- Logo featured on Facebook event page and website for six months
- Name listed on Sponsor Banner at ticket gate and banner over food service area
- Name listed on event posters
- Recognition from stage Friday and Saturday night
- 1 – 10 punch food card
- 4 entry tickets for either Friday or Saturday
- 2 tickets to VIP invitation only reception 5:00 pm on Friday at beer tent

Opening Ceremony - \$500.00/5 available

O'zapft is

Bavarian expression, meaning 'it's tapped'. At noon on the first day of Oktoberfest the Mayor of Munich traditionally taps the first keg of beer, exclaiming the above phrase, which marks the official opening of the festival.

- Logo featured on Facebook event page and website for six months
- Name listed on Sponsor Banner at ticket gate and banner in main tent
- Name listed on event posters
- Recognition at Opening Tapping Ceremony
- 2 drink tickets (value \$10.00)
- 4 entry tickets to event either Friday or Saturday
- 2 tickets to VIP invitation only reception 5:00 pm on Friday at beer tent

Beer Tent - \$1000.00/4 available

Bierzelt

A beer tent. Some fun Munich Oktoberfest facts: There are 34 tents at Oktoberfest, 14 large ones and 20 small ones. The biggest one is Hofbrauzelt which seats up to 10,000 people.

- Logo featured on Facebook event page and website for six months
- Name listed on Sponsor Banner at ticket gate and banner in beer tent
- Name listed on event posters
- Recognition from stage Friday and Saturday night
- 100 one color logo coasters
- 4 entry tickets to Friday or Saturday
- 2 tickets to VIP invitation only reception 5:00 pm on Friday at beer tent
- No charge vendor booth in vendor village to sell logo products
- 2 VIP Dinner tickets