



# 4th annual Old World Phoenix Oktoberfest

Saturday October 10th – 10 am to 9 pm

Margaret T. Hance Park

Admission: \$5 (FREE for children under 12)

Put on your Lederhosen or Dirndls and join us for this great Bavarian Festival... a traditional German “Volksfest” in the heart of Phoenix... a giant “Bier Garten” with buxom beer maidens serving Bavarian brews; Bavarian bands playing lively tunes and leading sing-alongs of old time drinking songs; mouth watering sausages and strudel; Bavarian dancing and lots of good old-fashioned fun at this authentic old-world family event! Our “Festhallen” is for the young and the “young at heart”, whether you hail from Germany or central Phoenix. Sample traditional German foods and drinks, enjoy the music, and shop from a variety of authentic German products. Bring the family - there are lots of fun kid’s activities for their enjoyment.

## Sponsorship Opportunities

Sponsors can leverage this fun, family festival to reach out to prospective customers while hosting clients and business partners at this high quality event.. Brad Casper, CEO Dial / Henkel, a major sponsor of Phoenix Oktoberfest complimented us: “A very nice job... The city is gaining another quality event, and Henkel is shining in the early Fall sun as a good corporate citizen promoting harmony and cultural awareness.”.

### “München” Sponsorship *(one available)* **\$ 7,500**

The “Munchen” Sponsor is the presenting sponsor of the Phoenix Oktoberfest, receiving a sponsorship package valued at over \$15,000, including:

Recognition as the Presenting Sponsor for the Phoenix Oktoberfest

- Logo / Name included in Event Title – “Phoenix Oktoberfest presented by sponsor”
- Logo / Name included in all event communications and printed materials, including but not restricted to:
 

* Print Advertising	* Website Logo and Link
* Radio Advertising	* Posters
* Event Guide	* Signage at Festival
* Press Releases	* VIP Badges
* Newsletters	* Parking Passes
* Event Letterhead	* Tshirts

- Article about the sponsorship in the AC4GC newsletter

On-Site recognition

- 3-4 banners on site (provided by sponsor)
- Generous Public Address announcements at the event
- Active involvement in event activities (ie. Opening Ceremonies, Tapping the Ceremonial Keg)
- 10’ x 20’ space for a commercial exhibit

Hospitality

- 16 VIP passes to the VIP Village
- 80 tickets to the event

### “Berlin” Sponsorship *(four available)* **\$ 4,000**

“Berlin” Sponsors are associated with major amenities at the Phoenix Oktoberfest – sponsoring the Polka Stage, Children’s Area, etc. This sponsorship package is valued at \$12,000, offering:

Recognition as the sponsor of a major amenity

- Signage at the sponsored amenity
- Recognition in all communications and printed materials regarding the amenity

Logo ID and Name Recognition

- Logo on Phoenix Oktoberfest Event Guide
- Recognition as sponsor of amenity in AC4GC newsletters and communications
- Website Logo and Link



On-Site recognition

- 2-3 banners on site (provided by sponsor)
- Listing on the Phoenix Oktoberfest sponsor sign
- Public Address announcements at the event
- 10 x 10 space for a commercial exhibit

Hospitality

- 8 VIP passes to the VIP Village
- 100 tickets to the event

### “Frankfurt” Sponsorship **\$ 1,000**

This partnership package offers over \$3,000 in sponsor benefits, including:

Name Recognition

- Name Listing on Phoenix Oktoberfest Event Guide
- Recognition as sponsor of Phoenix Oktoberfest in AC4GC newsletters and communications
- Website recognition

On-Site recognition

- 1 banner on site (provided by sponsor)
- Listing on the Phoenix Oktoberfest sponsor sign
- Public Address announcements at the event

Hospitality

- 4 VIP passes to the VIP Village
- 50 tickets to the event

### “Hamburg” Sponsorship **\$ 500**

Name Recognition

- Name Listing on Phoenix Oktoberfest Event Guide

On-Site recognition

- 1 banner on site (provided by sponsor)
- Listing on the Phoenix Oktoberfest sponsor sign

Hospitality

- 2 VIP passes to the VIP Village
- 30 tickets to the event

### “Heidelberg” Sponsorship **\$ 250**

On-Site recognition

- 1 banner on site (provided by sponsor)

Hospitality

- 20 tickets to the event

### Commercial Booth *(10x10)* **\$ 250**

Phoenix Oktoberfest is produced by the Arizona Center for Germanic Cultures to reach out to the German community and introduce others to German culture and traditions, while raising funds to build a Germanic Cultural Center.

**For Sponsorship Information call (480) 609-3978 or email [info@FieldWorksEvents.com](mailto:info@FieldWorksEvents.com)**