



Help Us Celebrate Our Communities' Longest Standing Ethnic Festival! 50th Annual German Society of Rockford Oktoberfest

On October 3 and 4, 2014, we will celebrate our Golden Anniversary, as we enjoy our annual gathering of food, fun, events, and beverages as we celebrate the traditions of the world's largest festival, Oktoberfest, where the German Society of Rockford strives to "bring Munich to Rockford." Your sponsorship commitment helps the German Society of Rockford keep this tradition alive. Our goal is to provide a family-affordable festival to all and we can only do this with your help. We have two days packed full of events, and with your sponsorship, we are able to continue making this a reality.

We welcome you to celebrate with us at the 50th Annual German Society of Rockford Oktoberfest on Friday, October 3 and Saturday, October 4 at the Loves Park City Hall, 100 Heart Boulevard, Loves Park, IL 61111. Join us, as we celebrate a half century of German Culture in the Rock River Valley. Visit our official Oktoberfest website, germanoktoberfest.org, for more information. Want to know more about the German Society of Rockford? Visit germansocietyofrockford.org.

We appreciate your generosity as your sponsorship also allows us the opportunity to not only raise funds for continued outreach programs, scholarships, and club activities, which further the German Heritage in the Forest City, but also guarantees the continuance of this amazing festival many look forward to each year. The German Society of Rockford is a 501(c)(7) organization.

We hope you will consider the sponsorship opportunities in the attached sponsorship packet. Many packages available will offer excellent advertising opportunities for your business or organization to suit your needs. We are proud to be the communities' longest standing ethnic festival, and with your help, we can continue with this tradition for years to come.

If you find that sponsorship is not in your budget at this time, we hope you will consider gearing up to register your team of 6 for our 4rd annual Bier Barrel Race. you not only have a barrel load of fun in this ultimate relay race, but can have the chance to raise money for a very good cause at the same time. This will be a blast and surely an event not to miss! Rain or shine, we are rollin' out the barrels! See the attached Bier Barrel Race event entry form for more details.

From everyone within the German Society of Rockford, and our Oktoberfest Committee members, we thank you for helping us put on a terrific celebration that brings Munich to those who may never have otherwise the opportunity to experience the joy this celebration brings. We also thank you for your support of the German Society of Rockford. Without you, we would not be able to continue our organization, which has been active for the past 50 years!

Gemütlichkeit!



50th ANNUAL OKTOBERFEST SPONSORSHIP OPPORTUNITIES

BREWMASTER'S VIP

Premier Oktoberfest Sponsor

\$5,000 investment

- Reserved table for 10 guests, who are served by former Miss Oktoberfest Winners.
- Mention by Emcee during daily openings and special announcements such as Miss Oktoberfest and contests announced from the main stage.
- Logo placement on 32' banner placed on Riverside Blvd for three weeks. This location delivers 16,500 daily impressions each for both ways of traffic.
- Logo and link to your website on germanoktoberfest.org and social networks.
- Opportunity for banner and signage placement at the event (provided by sponsor).
- Mentions in event advertising
- 100 One day entrance tickets to the GSR Oktoberfest event.

Entertainment Sponsor

\$5,000 investment

- Reserved table for 10 guests, who are served by former Miss Oktoberfest Winners.
- Mention by Emcee during band breaks.
- Logo placement on 32' banner placed on Riverside Blvd for three weeks. This location delivers 16,500 daily impressions each for both ways of traffic.
- Logo and link to your website on germanoktoberfest.org and social networks.
- Opportunity for banner and signage placement at the event (provided by sponsor).
- Mentions in event advertising
- 100 One day entrance tickets to the GSR Oktoberfest event.

Gold Oktoberfest Sponsor

\$2,500 investment

- Reserved table for 10 guests, who are served by former Miss Oktoberfest Winners.
- Logo placement on 32' banner placed on Riverside Blvd for three weeks. This location delivers 16,500 daily impressions each for both ways of traffic.
- Logo and link to your website on germanoktoberfest.org and social networks.
- Opportunity for banner and signage placement at the event (provided by sponsor).
- 80 One day entrance tickets to the GSR Oktoberfest event.



50th ANNUAL OKTOBERFEST SPONSORSHIP OPPORTUNITIES

BREWMASTER'S VIP

Dining Room Sponsor

\$2,500 investment

- Reserved table for 10 guests, who are served by former Miss Oktoberfest Winners.
- Logo placement on 32' banner placed on Riverside Blvd for three weeks. This location delivers 16,500 daily impressions each for both ways of traffic.
- Logo and link to your website on germanoktoberfest.org and social networks.
- Opportunity for banner and signage in the dining area (provided by sponsor).
- 80 One day entrance tickets to the GSR Oktoberfest event.

Silver Oktoberfest Sponsor

\$1,500 investment

- Reserved table for 10 guests, who are served by former Miss Oktoberfest Winners.
- 60 One day entrance tickets to the GSR Oktoberfest event.

Bronze Oktoberfest Sponsor

\$1,000 investment

- 40 One day entrance tickets to the GSR Oktoberfest event.

Bavarian Freund

\$500 investment

- 20 One day entrance tickets to the GSR Oktoberfest event.

München Freund

\$100 investment

- 4 One day entrance tickets to the GSR Oktoberfest event.

Oktoberfest Freund

\$50 or under investment



50th ANNUAL OKTOBERFEST SPONSORSHIP AGREEMENT

Sponsoring Name: _____ Date: _____

Authorized Representative: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Website: _____

Alternate

Phone: _____ Email: _____

PREMIER (\$5,000)

ENTERTAINMENT (\$5,000)

DINING ROOM (\$2,500)

GOLD (\$2,500)

SILVER (\$1,500)

BRONZE (\$1,000)

BARVARIAN FREUND (\$500)

MÜNCHEN FREUND (\$100)

OKTOBERFEST FREUND (\$50)

Make Checks Payable to "German Society of Rockford" and in memo please add "Oktoberfest Sponsorship"
GSR is a 501(c)(7) organization. Your donation may be tax deductible. Please check with a tax professional.

MAIL

Toni Beck - Oktoberfest Chairman
5032 Burningtrees Drive
Rockford, IL 61114

QUESTIONS

Toni Beck (815)877-4156
Dorothy Beck (815)222-9937