

2018 - 13th annual Old World Oktoberfest
Friday October 5th from 5 pm to 10pm and Saturday October 6th from 5pm to 10pm
at 9875 N. 85th Ave., Peoria, AZ 85345

Put on your Lederhosen or Dirndls and join us for this great two day Bavarian Festival... a traditional German "Volksfest" in downtown Peoria. You will hear lively tunes from the "Echten Wald Buam", direct from Germany throughout the fun-filled biergarten set up around the performance stage and dance floor. Enjoy mouthwatering brats with traditional fixings, listen to the music, dance the polka and shop from a variety of vendors. There will be a designated with free bouncy houses and some fee-paid rides to entertain the younger crowd. So bring the family - there will be lots of fun activities for all.

Adult entrance fee is \$5. Twenty and under are free.

Sponsorship Opportunities

"Oktoberfest" Sponsorship \$ 5,000 The "Oktoberfest" Sponsor is the presenting sponsor of the Phoenix Old World Oktoberfest, receiving a sponsorship package valued at over \$15,000, including: Recognition as the Presenting Sponsor for the 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 & Radio Advertising - Event Guide - Press Releases – Newsletters - Event Letterhead – Posters - Signage at Festival - On-Site recognition with 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) – 50 entrance, meal and beverage tickets

"München" Sponsorship \$ 3,000 "München" Sponsors are associated with major amenities at the Phoenix Old World Oktoberfest – sponsoring the Band, 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 Old World Phoenix Oktoberfest Event Guide - On-Site recognition with 2-3 banners on site (provided by sponsor) - Listing on the Oktoberfest sponsor sign - Public Address announcements at the event – Hospitality with 25 entrance, meal and beverage tickets.

"Frankfurt" Sponsorship \$ 1,000 This partnership package offers over \$3,000 in sponsor benefits, including: Name Recognition - Name Listing on Old World Phoenix Oktoberfest Event Guide - On-Site recognition - 1 banner on site (provided by sponsor) Listing on the Oktoberfest sponsor sign - Public Address announcements at the event - Hospitality with 10 entrance, meal and beverage tickets

"Hamburg" Sponsorship \$ 500 Name Recognition - Name Listing on Old World Phoenix Oktoberfest Event Guide - On-Site recognition - 1 banner on site (provided by sponsor) - Listing on the Phoenix Oktoberfest sponsor sign Hospitality with 5 entrance, meal and beverage tickets

"Heidelberg" Sponsorship \$ 300 On-Site recognition - 1 banner on site (provided by sponsor)
Commercial Booth Space – 10x10 \$200; 10x20 \$300 - Local vendors and artists

Contact Christine Colley cdkcolley@gmail.com