

Be a part of one of the largest community heritage festivals in the Upper Midwest!

Become an official 2017 sponsor of...



Demonstrate your support and community involvement in person, in print and online!



125,000 parade attendees (estimated)



40,000 patrons across two fest grounds



1500 attendees at Royal Family announcement events



30,000 Oktoberfest program booklets distributed



More than 140,000 unique visitors and 1.4 million page views annually



More than 26,000 Facebook followers

Oktoberfest 2017 Sponsorship Opportunities

All Oktoberfest sponsors will receive recognition based on the benefits table on the last page of this document. Select sponsorships may be eligible for additional recognition opportunities depending on the particular event, activity or venue selected. Oktoberfest office staff can help you with selection and details.

GEMÜTLICHKEIT! SPONSORSHIP

You can help fund community relations activities of the Royal Family and Grenadier Corps throughout the year. Starting the week after Oktoberfest with visits to local school, nursing homes and other locales, the Royal Family and Corps engage in a year-long schedule of activities around the region in support of other community groups and bring the “gemütlichkeit” of La Crosse to many communities across the region.....\$500

EXCLUSIVE SPONSORSHIPS

Only one sponsor will be accepted for each of the following activities, events or venues.

Day Sponsors

- **Friday or Saturday Festival Day Sponsor (1 only each day)**
Friday or Saturday of Oktoberfest weekend – includes special entrance recognition.....\$3000
- **Thursday or Sunday Festival Day Sponsor (1 only each day)**
Thursday or Sunday of Oktoberfest weekend – includes special entrance recognition.....\$2000

Parades (Presenting sponsors)

- **Maple Leaf Parade**
More than two miles of Gemütlichkeit with 100,000 of your new best friends- a community tradition\$10000
- **Torchlight Parade**
Be part of “lighting up the north side”- one of our festival’s most unique events – kicking off fest in style\$5000
- **Edelweiss Parade**
Symbolizing the epic journey of the Golden Keg to the Tapping Ceremony.....\$1000
- **Maple Leaf Parade Music Awards**
Your business named on the awards presented to judged musical units in the Maple Leaf parade.....\$2000

Venue Sponsorships

- **Northside Festplatz**
Shelter building for musical entertainment, food vendors and socializing.....\$5000
- **Southside Main Stage**
Our main entertainment venue with both authentic and headliner entertainment\$10000
- **Southside Garden Stage**
What’s better than fest music, fest food, your favorite beverage and sunshine?.....\$10000
- **Craft Beer “Tap” Tent**
Your favorite Oktoberfest seasonal craft brews. A popular spot.....\$2500

ACTIVITY AND EVENT SPONSORSHIPS

Multiple sponsorship opportunities are available with these events and programs.

Royal Family Announcements

- **Festmaster Ball**
One of the community's most anticipated events – who will be the new Festmaster?..... \$2500
- **Mrs. Oktoberfest Dinner**
Recognizing women devoted to community service..... \$2000
- **Parade Marshal Announcement**
Program and meal to announce who will lead the two largest parades in La Crosse \$1000
- **Special Fester Announcement**
The "Tanz Fur Alle" (Dance for All) announces the fest family's youngest member each year \$750

Festival Events

- **Lederhosen Luncheon**
Authentic German fare on opening day with music by the Oktoberfest Singers..... \$1500
- **Craft Beer Night**
Be part of one of the nation's fastest growing movements – a near sell-out each year \$2500
- **Headliner Band (1 Thursday/2 Friday/2 Saturday)**
Your business recognized with one of our major headliner bands each evening. \$3000
- **Ladies Day Lunch**
Always educating and entertaining (held the week after Oktoberfest) \$1000
- **Parade Marshal Breakfast**
A Sunday morning staple for many years on the Northside. \$500

Program & Services Sponsorships

- **German Education Schools Program**
A collaborative with the La Crosse School District to advance German culture and understanding..... \$1000
- **Special Fester Carnival Time**
The Carnival on the north side opens early and exclusively for special needs children \$1000
- **Oktoberfest Medallion Hunt**
La Crosse's own "Precious" – Are you one of the many seekers under the medallion's spell?..... \$750
- **Shuttle Bus Service**
Each year hundreds of fest-goers ride the convenient shuttles between grounds or to/from their hotels..... \$500





















































Additional ways you benefit from being an Oktoberfest sponsor...

In addition to benefits at the dollar levels listed on the back page, sponsors of select Oktoberfest events, activities, and venues have an opportunity for additional exposure as afforded with those activities. Benefits will vary with event. Please consult with the Oktoberfest office for specific opportunities. Opportunities may include:

- Business name/logo on event tickets and/or printed programs
- Signage or display at event; business mention as part of program
- Business logo on appropriate page on the Oktoberfest web site
- Business name or logo on social media promotion of event
- Attendee "giveaway" promotional item (select events)

Oktoberfest 2017 Sponsorship Benefits

(Benefits based on sponsorship dollar threshold)

| Promotion | \$500 | \$1000 | \$2000 | \$3000 | \$5000 |
|--|---|---|---|---|---|
| Web Site & Social Media | | | | | |
| Rotating logo/business link on site home page | | | | |  |
| Large logo/business link on sponsor page | | | |  |  |
| Medium logo/business link on sponsor page | | |  | | |
| Small logo/business link on sponsor page | |  | | | |
| Text of business name with link on sponsor page |  | | | | |
| Recognition on Oktoberfest Social Media |  |  |  |  |  |
| Print Promotion | | | | | |
| Business logo in festival program booklet | | |  |  |  |
| Business name (text) listed in program booklet |  |  | | | |
| Sponsor window cling to display your support |  |  |  |  |  |
| Grounds Signage | | | | | |
| Banner on both North & Southside Grounds | | | |  |  |
| Banner on either North or Southside Grounds (pick) |  |  |  | | |
| Sponsor board listing on both NS & SS grounds |  |  |  |  |  |
| Recognition Premiums | | | | | |
| Annual commemorative stein | | | |  |  |
| Annual commemorative ceramic mug/crock |  |  |  |  |  |
| “Signature” buttons with business name | -- | 4 | 8 | 12 | 16 |
| Standard admission button with sponsor ribbon | 5 | 6 | 12 | 18 | 34 |
| Beverage tickets | 8 | 16 | 24 | 36 | 60 |
| Pre-fest Sponsor Kick-off Social (admit 4) |  |  |  |  |  |
| Post-fest Sponsor/Volunteer Luncheon (admit 2) |  |  |  |  |  |
| Maple Leaf Parade “Reviewing Stand” admissions | -- | -- | 4 | 8 | 12 |
| Reduced price button/beverage tickets (advance only) | |  |  |  |  |

All sponsorship prices, information and benefits subject to change without notice. All sponsor details (prices, benefits, responsibilities, etc.) will be defined in contract between sponsor and La Crosse Festivals, Inc. Sponsor contracts signed after May 31, 2017 may not include all benefits listed above due to availability.