



[WWW.TEMPEOKTOBERFEST.COM](http://WWW.TEMPEOKTOBERFEST.COM)



The Oktoberfest @ Tempe Town Lake is an established tradition, regularly attracting some 200,000 people over the three day event. Oktoberfest has something for everyone –

- FREE Admission**
- FREE Entertainment on Four Stages**
- Traditional Bavarian Beer Garden**
- Wine Gardens**
- Bratwurst and Strudel**
- FREE Kids Activities at Kinderfest**
- Games & Regensburg Bounce Land**
- Arts & Crafts**

The Oktoberfest @ Tempe Town Lake is an event produced entirely by volunteers and it is recognized as one of Tempe's major attractions. Proceeds from Tempe's salute to its sister city in Regensburg, Germany support student and teachers exchange programs with seven of Tempe's Sister Cities.

This large-scale, free, community event has one of the broadest demographic ranges of any Tempe event with strong family appeal during the day, and a 21-45 year old high-energy demo after the sun goes down.

**FREE Admission**

**October 1-3, 2010**

**Tempe Beach Park**



## Previous Sponsors

### Presenting Sponsor

WaMu

### Media Sponsors

College Times, Tribune, KTAR,  
The Peak 98.7

### Other Major Sponsors

GEICO, KoKoPelli Winery, Johnsonville,  
Lufthansa German Airlines, Pepsi,  
Michael's, The Doughnut Peddler,  
Alliance Beverage, DMB Centerpoint,  
Hensley & Co., Renewal by Anderson,  
Dick's Sporting Goods, Snyder's, Pork,  
Chandler Fashion Center, Trillium, The  
City of Tempe

## Sponsorship Opportunities

### Media

Print advertising, Website, Radio and  
Television PSA's

### Advance Publicity

Street Banners, Street Signs, Event  
Tabloid (distribution 200,000), Event  
Map, Posters, Press Releases

### Exclusivity

### Drive to Retail

### On-Site Visibility

Stage & TSC Booth signage, Banners, PA  
Announcements (three stages), Shuttle  
PA announcements, Merchandising  
Booth, Kinderfest passport

### Sampling

### Hospitality

VIP Passes, Backstage Passes



# Sponsorship Packages

## Title Sponsorship

**\$20,000**

Title Sponsorship includes category exclusivity and title to the Town Lake Main Stage and the following:

- Full page, four-color Event Program Ad
- Banners throughout the event
- Booth space (10' x 20') with canopy
- PA announcements from four stages
- Daily VIP passes / Friday night VIP Reception
- Morning local TV programs Thursday & Friday
- Making a World of Difference Banquet – 4 Passes
- Tabloid Coupons
- Website Coupons

## Stage Sponsorship

**\$10,000**

Stage Sponsorship includes title to one of the following stages: Beers of the Worlds Stage, Polka Stage or Making a World of Difference Banquet. In addition, many of the ID opportunities above, a ½ page color ad in the Event program and a 10' x 10' booth space with canopy are available.

## Program Area Sponsorship

**\$5,000**

Program Area Sponsorship includes exclusive recognition associated with one of the below popular event activities as well as many of the ID opportunities above and a ¼ page black & white ad in the Event program.

- VIP Beer Gardens
- Bavarian Bakery
- Brat Booths
- Silent Auction
- VIP Viewing Area
- Video Message Board
- 10k Run
- Corporate VIP Reception
- Parade of Nations
- Kinderfest

## Merchandising Booth

10' x 20' non-food space [provide your own canopy]

**\$1,650**

10' x 10' non-food space [provided your own canopy]

**\$825**

## Corporate VIP Beer Garden Rental

**\$3,000**

Entertain clients, reward staff by renting a private VIP Beer Garden. Enjoy table service and close proximity to the Tempe Town Lake Main Stage. Two beer/beverage and two bratwurst coupons included for each of a maximum fifty guests. Your company name will be professionally displayed and the VIP Garden will include a 10 X 20 tent, tables, chairs, white lattice fencing and security monitored entrance.

## Three VIP Garden rentals are available for these time frames

Friday: 6:00 pm–Midnight

Saturday: 11:00 am–5:00 pm

Saturday:

6:00 pm–Midnight

Sunday:

11:00 am–6:00 pm

## SPONSORSHIP OPPORTUNITIES

**Larry West, Event Coordinator**

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480-838-2362 Office

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For Sponsorship or Merchandising Booth information:  
[www.tempeoktoberfest.com](http://www.tempeoktoberfest.com)