

2024



OKTOBERFEST BLUEPRINT



CELINA
CHAMBER OF COMMERCE
Connected for Growth



Date: Saturday, October 12, 2024

Location: Historic Downtown Celina Square

Times: 11:00am-9:00pm

From corporate sponsorship to sauerkraut, the money you spend at Celina Oktoberfest supports the Greater Celina Chamber of Commerce mission to assist and strengthen current businesses. Our festival's mission is to give back to the Celina business community. Oktoberfest grew tremendously in 2023 and was our best year yet. For this achievement, we are super proud! We could not do it without your sponsorships!

As a sponsor, you will benefit from the advertising, marketing, and public relations efforts used to promote Oktoberfest. These include print, broadcast, and online advertising leading up to the festival; signage on festival grounds; and visibility on CelinaOktoberfest.com and social media.

The Oktoberfest celebration has featured tons of family fun activities including a FREE kid zone, music, beer garden, stein holding competition, costume contests and much, much more. We also have college football games on a HUGE TV in the beer garden area. There is a costume contest, and we plan to bring back the Dachshund Derby this year!

Please consider supporting the Celina Chamber by completing and returning the attached form or contact us about a specialty sponsorship for entertainment or a specific activity. In doing so, your investment will help to make the Oktoberfest grow more successful every year. This is a great opportunity to showcase your business to thousands of North Texas residents while showing your support for our community and contributing to the future of Celina.

Please contact me if you have questions or need additional information. Your review and consideration are very much appreciated.

Sincerely,

Melissa Cromwell, IOM, President
Greater Celina Chamber of Commerce
972-382-3300
melissa@celinachamber.org

Oktoberfest



Investments



	Title	Diamond	Platinum	Gold	Silver	Bronze
		\$10,000	\$6,000	\$3,000	\$1,000	\$500
Primary Event Branding	★					
Facebook Live Guest	★					
Main Event Branding	★					
Zone Branding			★	★		
Activity Branding					★	★
Sponsorship Banner at Festival	★	★	★	★	★	★
Print Ad Inclusion	★	★	★	★		
Festival Materials	★	★	★	★		
Social Media Campaign	★	★	★	★	★	
Website Presence	★	★	★	★	★	★
VIP Parking Passes	8	4	2	2	2	1
VIP Hospitality Passes	16	6	4	4	4	2
Event Tickets	35	25	20	15	10	5
Booth Space	2 Tents Included 10x10 2-8' tables	Tent Included 10x10 1- 8' table	10x10 Space	10x10 Space	10x10 Space	
Signage at Festival	★	★	★			

Oktoberfest



SPONSORSHIP FORM

Register before September 1st for inclusion in initial printed materials.

SPONSORSHIP LEVEL

TITLE ☐ DIAMOND (\$10,000) ☐ PLATINUM (\$6,000)
☐ GOLD (\$3,000) ☒ SILVER (\$1,000) ☐ BRONZE (\$500)

COMPANY NAME: _____ CONTACT PERSON: _____

ADDRESS: _____

PHONE: _____ FAX: _____ EMAIL: _____

☐ YES, I WOULD LIKE A 10x10 EXHIBIT BOOTH SPACE

PLEASE PROVIDE THE CELINA OKTOBERFEST WITH THE FOLLOWING ITEMS:

*Electronic logo in hi-resolution

*Business description for website (where applicable)

I am committing \$_____ as sponsorship for the 2022 Celina Oktoberfest. I certify that I have the authority to make this commitment. I understand that sponsorship funds are non-refundable if event is canceled due to inclement weather or unforeseen events.

SIGNATURE: _____ DATE: _____

NAME: _____

PLEASE RETURN SPONSOR FORM TO: Celina Chamber of Commerce Attn: Oktoberfest

BY MAIL:
Attn: Celina Oktoberfest
PO Box 1476
Celina, TX 75009

EMAIL:
melissa@celinachamber.org

In Person:
Celina Chamber
110 S. Preston Rd. Ste B
Celina, TX 75009

***PLEASE MAKE CHECKS PAYABLE TO THE GREATER CELINA CHAMBER OF COMMERCE

CREDIT CARD OPTION (YOU CAN ALSO CALL WITH INFORMATION:

Name on Card: _____ Zip Code: _____

Credit Card Number: _____

Exp Date: _____ CVC Code: _____

For questions on sponsorship please contact Melissa Cromwell, 972-382-3300

2024

THANK YOU
for your investment!



110 South Preston Rd.
Celina, TX