



Fifth Annual
Walnut Creek Oktoberfest
Saturday, October 19, 2019
11am-6pm
Civic Park, Walnut Creek

The fifth annual **Walnut Creek Oktoberfest** returns to beautiful Civic Park in downtown Walnut Creek on **Saturday, October 19, 2019**. This popular community event offers fun for the entire family. Oktoberfest draws close to 10,000 attendees from all over the East Bay to enjoy a robust Bier Garten, international music and top local bands, gourmet food, dozens of arts and crafts booths, Kinder Platz Kids Zone, Autobahn, and special attractions. We invite you to join the many businesses that have benefited from sponsoring the Walnut Creek Oktoberfest.



Fifth Annual
Walnut Creek Oktoberfest
At a Glance

Event: 5th Annual Walnut Creek Oktoberfest

Date: Saturday, October 19th, 2019

Event Hours: 11:00 AM - 6:00 PM

Location: Civic Park – Downtown Walnut Creek

Presented by: Walnut Creek Downtown and Walnut Creek Chamber of Commerce & Visitors Bureau

Producer: Produced by Mill Valley based, Team PRO Event, Inc.

Attendance: 8,000+ attendees from all over the SF Bay Area

Advertising and Marketing Plan: PR firm promotions, trade and purchase of television, radio, magazines, and newspaper advertising, social media platforms

Attendee/Participant Profile: Family oriented, well-educated and broad-based in age (adults 25-64)

Larger Footprint: Amazing growth has expanded the footprint of the festival. WC Oktoberfest moved from the downtown to Civic Park to accommodate the increase in attendees.



Octoberfest 2019

Presenting Sponsor \$12,500

Presenting Sponsor includes:

- Co-branding in all media communications as a “*presenting sponsor*” in conjunction with WCD and the WC Chamber of Commerce (WCC) including all media outreach, press releases and online exposure
- Company logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, advertisements, and event map
- Company logo included on event banners located throughout venue
- Company logo and link on WCD and WCC websites
- Company highlighted on WCD and WCC Facebook and Instagram pages
- Company logo printed on event T-Shirt
- 10' x 10' Tent Space to promote your company and products
- Company recognition in promotional announcements from music stage
- 10 complimentary glasses and 10 drink tickets
- Overnight accommodations (one (1) guest room) at The Renaissance Hotel WC
- 10 VIP *Eat, Drink and Be Merry* Tickets –includes access to VIP Bier Garten, food & beverage service, 10 event t-shirts
- 2 VIP Parking Passes



Premier Event Sponsor

\$5,000

Package Includes:

- Featured in all media communications as “*premier sponsor*” including but not limited to: media outreach, press releases and online exposure
- Company logo on all marketing and promotional materials including but not limited to: posters, flyers, festival signage, and advertisements
- Company logo and link on WCD and WC Chamber websites
- Company highlight on WCD/WCC Oktoberfest Facebook and Instagram pages
- 10’ x 10’ Tent Space to promote your company and products
- 5 Eat, Drink & Be Merry tickets which include access to the VIP Bier Garten and stage area, food & beverage service, and 5 event T-Shirts
- Live sponsor recognition from stage
- 10 complimentary glasses and 10 drink tickets



Bier Garten and Gazebo Stage Sponsor

\$3,000

Oktoberfest goers will get to choose from local craft breweries and national brand favorites in our comfortable umbrella shaded Bier Garten area with seating. Guests will enjoy live Alpine music featuring traditional German tunes on the Gazebo Stage. A beverage concession will feature select craft beers and wine.

The Oktoberfest Bier Garten will provide this year's event with a chance to celebrate in true Oktoberfest style.

Includes:

- Option to place your banner and signage on the Gazebo inside Civic Park (approx. 10,000 attendees)
- 10 x 10 booth to promote business or activation
- 8 complimentary glasses and 8 drink tickets
- 5 Oktoberfest T-shirts



2019 COMPONENT SPONSORSHIP OPPORTUNITIES

All Component Sponsorships Include:

Company logo included on some signage located throughout Civic Park

Company name, logo, and link on the WC Chamber, Walnut Creek Downtown, & Oktoberfest websites

\$7,500 - Exclusive Beer Glass Sponsor

- Company logo on all beer glasses –approximately 5,000 glasses
- 20 complimentary glasses & 20 drink tickets
- 5 Oktoberfest T-shirts
- 1 VIP parking pass day of event

\$ 5,000 - Exclusive Wine Glass Sponsor

- Company logo on all wine glasses –approximately 2,000 wine glasses
- 10 complimentary glasses & 10 drink tickets
- 5 Oktoberfest T-shirts

\$7,000 - Autobahn Sponsor

- WCD will provide banner branded with your company logo as the component sponsor and prominently displayed in the Autobahn area
- 3 vehicles prominently displayed in the Autobahn
- 12 complimentary glasses & 12 drink tickets
- 5 Oktoberfest t-shirts
- 1-VIP Parking Pass



2019 COMPONENT OKTOBERFEST SPONSORSHIP OPPORTUNITIES

All Component Oktoberfest Sponsorships Include:

Company name, logo, and link on the WC Chamber, Walnut Creek Downtown, & Oktoberfest websites

\$5,000 - Main Entertainment Stage Sponsorship

- WCD will provide banner branded with your company logo as the stage sponsor and prominently displayed on stage
- 5 complimentary glasses & 5 drink tickets
- 5 Oktoberfest t-shirts
- 1 VIP Parking Pass

\$2,500 - Micro Brew Arena Sponsorship

- WCD will provide banner branded with your logo as the sponsoring company and prominently displayed in Micro Brew Arena
- 4 complimentary glasses & 4 drink tickets
- 2 Oktoberfest t-shirts

\$3,000- Bier Garten & Gazebo Stage Sponsor

- Option to place your banner and signage on the Gazebo inside Civic Park (approx. 10,000 attendees)-banner provided
- 10 x 10 booth to promote business or activation
- 8 complimentary glasses and 8 drink tickets
- 5 Oktoberfest T-shirts

\$2,500 - Kinder Platz / Kids Zone Sponsorship

- WCD will provide banner branded with your logo as the sponsoring company and prominently displayed in that area
- 4 complimentary glasses & 4 drink tickets
- 2 Oktoberfest t-shirts

SOLD



For more information please contact:
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