 

# Event Overview

***What:*** The 14th Annual Oktoberfest is a fundraising event for Building a Better Boyertown. Participants will enjoy a German and fall-themed event, including beer, delicious food, music and entertainment, and a variety of craft vendors. Each year this event draws approximately 5,000-8,000 attendees and continues to grow in popularity.

***Where:*** Town Center Parking Lot, Boyertown PA. Parking lot behind the first block of E. Philadelphia Ave.

***When:*** Friday, September 17th – 5:00-9:00pm & Saturday, September 18th – 11:00am-9:00pm (Rain date: Sunday, September 19th)

***Why:*** Why is Oktoberfest in September? The German Oktoberfest in Munich, Germany starts on the same weekend. The original Oktoberfest began in 1810 as a wedding celebration for the crown prince of Bavaria.

# Sponsor Commitment

### A group of people posing for a photo Description automatically generatedPlease complete the following:

Please check the applicable sponsor level -

* Platinum Sponsor - $2,500
* Gold Sponsor - $1,000

## Silver Sponsor - $500

* Bronze Sponsor - $250

## Keg Sponsor - $100

Contact Name:

Business/Organization Name:

Address:

Email Address: Phone Number:

Please make checks payable to Building a Better Boyertown and return this form to:

### Building a Better Boyertown, Attn: Oktoberfest 3 E. Philadelphia Ave., Boyertown, PA 19512

*For additional information, please visit* [*www.buildingabetterboyertown.org*](http://www.buildingabetterboyertown.org/) *or email* [*events@boyertownpa.org.*](mailto:events@boyertownpa.org)

 

# Sponsorship Levels

## Platinum Sponsor - $2,500

Representation of your business or organization before and during the event including: sponsor interview spotlight on BaBB website and social media; recognition in event press release; opportunity to have your organization bartend (see notes below) at the event during allotted time slots; public address announcements throughout the day of the event; event sponsor board listing with logo; and recognition on BaBB website and social media with following of almost 8,000.

## Gold Sponsor - $1,000

Representation of your business or organization before and during the event including: recognition in event press release; opportunity to have your organization bartend (see notes below) at the event during allotted time slots; public address announcements throughout the day of the event; event sponsor board listing with logo; and recognition on BaBB website and social media with following of almost 8,000.

## Silver Sponsor - $500

Representation of your business or organization before and during the event including: opportunity to have your organization bartend (see notes below) at the event during allotted time slots; public address announcements throughout the day of the event; event sponsor board listing with logo; and recognition on BaBB website and social media with following of almost 8,000.

## Bronze Sponsor - $250

Representation of your business or organization before and during the event including: event sponsor board listing with logo and recognition on BaBB website and social media with following of almost 8,000.

## Keg Sponsor - $100

Representation of your business or organization before and during the event including: event sponsor board listing and recognition on BaBB website and social media with following of almost 8,000.

**Bartending Information:** Bartending time slots are given on a first-come, first-serve basis, based on date of sponsorship receipt and sponsorship level. Every effort will be made to accommodate sponsors wishing to bartend. To bartend as a group, you will need to have 6-10 people, depending on the time of day. We can have smaller groups, but they may be combined with other sponsors to ensure the bar is adequately staffed.

### To ensure your business receives maximum exposure, please confirm your sponsorship by August 1st.