

# Medford Oktoberfest & Music Festival

## SPONSORSHIP OPPORTUNITIES



### ABOUT OKTOBERFEST



### PRESENTING SPONSORSHIP

#### Lead/Presenting Sponsor (TAKEN)

- "Presenting Sponsor" title and event naming rights, identifying the event as the Medford Oktoberfest & Music Festival "presented by [Sponsor Name]."
- Top billing acknowledgment on website, media releases, all print and electronic advertising, and social media with links to your website where possible.
- Prominent signage at beer garden and park access and egress locations.
- Name on wristbands.
- Public address announcements identifying your business as the Presenting Sponsor throughout the event.
- Premium Booth Space in the Business Zone Expo or in the VIP tent with view of Main Stage
- Preferred VIP parking for 4 vehicles at Freedom Park.

Contact our Sponsorship Team at [Sponsorships@MedfordBusiness.org](mailto:Sponsorships@MedfordBusiness.org) to discuss how we can meet your goals.

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## **ENTERTAINMENT SPONSORSHIPS**

### **All Music Entertainment Sponsors Receive:**

- 1. Your logo on the Medford Oktoberfest Website with a link to your website.**
- 2. Recognition in select social media advertising.**
- 3. "Day of event" public address announcements.**
- 4. Booth Space in the Business EXPO**

### **\$4,000 – Main Stage Sponsor (TAKEN)**

- Naming rights to the Main Stage location.
- Day-of-event banner with sponsor name and logo as the Main Stage backdrop.
- Booth Space at the Main Stage location.
- Preferred parking for 2 vehicles at Freedom Park.

### **\$2,000 – Gazebo Stage Sponsor (TAKEN)**

- Naming rights to the Gazebo Stage location.
- Day-of-event banner with sponsor name and logo as the stage backdrop.
- Preferred parking for 2 vehicles at Freedom Park.

### **\$1,500 – Quaker City String Band Sponsor – (One Available)**

- Identification and announcements as the “**Quaker City String Band**” presented by **Name of Sponsor.**”
- Option to address crowd with event emcee as part of headliner introduction.

### **\$1,000 – Friday Night Headlining Sponsor – (One Available)**

- Identification and announcements as the “**Name of Headliner Band**” presented by **Name of Sponsor.**”
- Option to address crowd with event emcee as part of headliner introduction.

### **\$1,000 – Saturday Night Headlining Sponsor – (One Available)**

- Identification and announcements as the “**Name of Headliner Band**” presented by **Name of Sponsor.**”
  - Option to address crowd with event emcee as part of headliner introduction.
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## **FOOD & BEVERAGE SPONSORSHIPS**

**All Food & Beverage Sponsors receive:**

- 1. Your Logo on the Medford Oktoberfest Website with a link to your website.**
- 2. Recognition in select social media advertising.**
- 3. "Day of event" public address announcements.**

### **\$5,000 – Food Vendor Row Sponsor (One Available)**

- Naming rights to the food and merchandise vendor area.
- Day-of-event banner with sponsor name and logo.
- Reserved Booth Space in Food Vendor Row.
- Preferred parking for 2 vehicles at Freedom Park.

### **\$2,000 – Beer Garden Sponsor (TAKEN)**

- Naming rights to the Beer Garden location.
- Day-of-event banner with sponsor name and logo.

### **\$2,000 – German Food Sponsor (One Available)**

- Exclusive German Food Vendor
- Naming rights to the German food vendor location.
- Day-of-event banner with sponsor name and logo.

### **\$2,000 – Beer Koozie Sponsor (ONE TAKEN - One Still Available)**

- Business logo displayed on commemorative Koozies given away with beer purchases.







## **COMMUNITY ENGAGEMENT SPONSORSHIPS**

### **All Community Engagement Sponsors Receive:**

- 1. Your Logo on the Medford Oktoberfest Website with a link to your website.**
- 2. Recognition in select social media advertising.**
- 3. “Day of event” public address announcements.**

### **\$2,000 – KIDS ZONE (ONE TAKEN - ONE STILL AVAILABLE) Children’s Activities & Events Sponsor**

- Naming rights to Children’s Event locations with Day-of-Event signage.
- Preferred parking for 2 vehicles at Freedom Park.
- Booth Space in the Business EXPO

### **\$2,000 – BUSINESS ZONE (Two Available) Business Expo Area Sponsor**

- Naming rights to the Business Expo location with Day-of-Event signage.
  - Preferred parking for 2 vehicles at Freedom Park.
  - Booth Space in the Business EXPO
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## **FRIENDS & GENERAL SUPPORT**

### **\$500 – Friend of Medford Oktoberfest**

- Name and logo on Banners at the event site.
- Your Business Name listed on the Medford Oktoberfest website.
- Booth Space in the Business Zone Expo area.

### **\$100 – Donation in Support of Medford Oktoberfest**

- Your Name listed as a Medford Oktoberfest Supporter on the Website and signage at the Festival.

## CONTESTS – IN KIND SPONSORSHIPS

### All Contest Sponsors Receive:

1. **Naming Rights to Your Specific Contest.**
  2. **Your logo on the Medford Oktoberfest Website with a link to your website.**
  3. **Recognition in select social media advertising.**
  4. **Opportunity to emcee contests.**
  5. **Booth Space at the event and signage in the contest areas.**
  6. **Preferred parking for one vehicle at Freedom Park.**
- Steinholding – **Kings Road Brewing**
  - Bratwurst Eating (One Available)
  - German Folk Dancing – **Today's Dance Center**
  - Oktoberfest Trivia – **Lower Forge Brewery**
  - Cornhole Contest – **United Cornhole Association**
  - Other – **Name Your Contest!** (One or More Available)

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### Additional Info on Sponsorships

- NOTE: Medford Business Association may place print and/or electronic ads with third parties, within its sole discretion, in which the number of sponsors that can be mentioned and the prominence of those mentions may be limited. Priority will be given to sponsors in categories in the order in which they are listed above. Any such print or electronic ad that mentions any sponsor will mention the Presenting Sponsor as described above. (Make the most of your sponsorship by pledging early. This enables us to include your business in printed advertising, press releases, etc.)
- For more information, email [Sponsorships@MedfordBusiness.org](mailto:Sponsorships@MedfordBusiness.org), or contact Robert Egan at 609-519-0841 [regan@archerlaw.com](mailto:regan@archerlaw.com) or Lesha Moore at 609-828-2884 [LeshamMoore.DirectorMBA@gmail.com](mailto:LeshamMoore.DirectorMBA@gmail.com).
- Names or logos of sponsors who donate \$1,000, together with the email addresses of their contact persons, will be featured on the website at the sponsor's request.
- "Booth Space" is a 10x10 area to set up your business tent and display in the Business Expo area. All sponsorships include 1 - 10x10 space unless otherwise indicated.

**The Medford Oktoberfest and Music Festival is organized by the**



Medford Business Association is a non-profit entity approved for tax-exempt status under Section 501(c)(6) of the Internal Revenue Code.