25th Anniversary
Sponsorship Proposal

Oktoberfest Committee
Town of Lovettsville
6 East Pennsylvania Avenue, Lovettsville VA 20180
www.lovettsvilleoktoberfest.com

THE GERMAN SETTLEMENT

Lovettsville

Oktoberfest Committee Contacts

Jim McIntyre
Town Council
Committee Chair
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Vice Chair & Media Coordinator
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Natalie Metzler
Sponsor Coordinator
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571-442-1947

Marissa Gahafer
Vendor Coordinator
prostlovettsville@gmail.com
540-454-7094

Dear Friends,

Lovettsville's Oktoberfest is the longest running and most popular festival celebrating over 200 years of German heritage and tradition in our small town. People of all ages will gather the weekend of September 29th to enjoy authentic German food, beer, artisans, and entertainment including live music on two stages, plus our famous wiener dog races! Our delightful Kinderfest features free activities and games for children. This year is our 25th Anniversary and we hope to partner with the fantastic business community in Loudoun County to continue to showcase Lovettsville as a great place to work, play, and live. The Lovettsville Oktoberfest draws visitors from Northern Virginia, suburban Maryland and the District of Columbia, with an annual attendance of over 20,000 visitors per year and growing. The Oktoberfest Committee is dedicated to bringing more vendors, more activities, more guests, and more media hype than ever before!

We invite you to take this opportunity to market your organization this year. Sponsorship levels and benefits are detailed on the following page and include opportunities to fit every budget. In addition, sponsors will receive two tickets to a VIP Reception this fall, where we'll update you on the success of this year's Oktoberfest while you enjoy food and drinks and mingle with the other sponsors and volunteers who make this event happen every year. We'll also highlight the ways in which our proceeds are used to directly benefit community organizations. If you are interested in participating as a vendor, our Vendor Coordinator, Marissa Gahafer, will be happy to help you.

Feel free to call or e-mail me with any questions you have.

We look forward to another successful event made possible by your support!

Sincerely,

Natalie Metzler

Sponsor Coordinator
www.LovettsvilleOktoberfest.com
Town of Lovettsville
6 East Pennsylvania Avenue Lovettsville VA 20180

LOVETTSVILLE OKTOBERFEST 2018 SPONSORSHIP LEVELS

BENEFITS & EXPOSURE	Premier $5,000*	Platinum $2,500*	Gold $1,000	Silver $500	Bronze $250	Friends $125
Banner with Company Name & Logo	Large Banner and Logo on Greenway Sign	18" x 24" Signs At All Trolley Stops and on Trolley OR at Stage B	2' x 8' Banner	2' x 6' Banner	2' x 3' Banner	Shared Banner in Main Tent
Exclusive VIP Zone in Main Tent w/Tables & Chairs, 25 Custom Mugs, 15 gallon Keg of Beer & Private Porta Potty	✓					
Social Media Mentions on Facebook & Twitter	✓	✓	✓			
Company Vendor Booth	Sponsor's Choice of Location	Sponsor's Choice of Location	✓			
Company Name on Printed Map, Rack Card & Posters	✓	✓	✓	✓		
Company Logo on Event Website	✓	✓	✓	✓		
Name & Link to Company Website on Event Website	✓	✓	✓	✓	✓	
Ad in Printed Event Program	Full Page Color Ad	Full Page Color Ad	Half Page B&W Ad	1/3 Page B&W Ad	Listed in Program	Listed in Program

Premier and Platinum Sponsors Limited to Two Each

Town of Lovettsville Oktoberfest Committee
6 East Pennsylvania Avenue, Lovettsville VA 20180

www.lovettsvilleoktoberfest.com

25th Annual
Lovettsville Oktoberfest
Sponsor Commitment Form

www.lovettsvilleoktoberfest.com

Please select your sponsorship level:

☐ Premier Sponsor: $5,000

☐ Platinum Sponsor: $2,500

☐ Gold Sponsor: $1,000

☐ Silver Sponsor: $500

☐ Bronze Sponsor: $250

☐ Friend: $125

Company/Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please mail Sponsor Commitment Form and check payable to Lovettsville Oktoberfest to: Town of Lovettsville, PO Box 209, Lovettsville, VA 20180.

Thank you for your sponsorship and support!

For in-kind donations, please contact Natalie Metzler at 571-442-1947 or Oktoberfest@lovettsville.gov.

***Please note the deadlines for inclusion in print materials:**

Deadline for Rack Card Advertising is June 15

Deadline for Greenway Sign Logo is July 15

Deadline for other print advertising is August 15