



Sponsorship Proposal



DATE OF EVENT:

SATURDAY, SEPTEMBER 24th, 2016

glenvilleoktoberfest.com

facebook

#GOktoberfest





May 2016

**Oktoberfest Committee
Members:**

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688-1206

glenvilleoktoberfest.com

Dear Friends,

Another year at Glenville's Maalwyck Park brought us another fantastic Oktoberfest event for our community! The generosity of our sponsors continued to offer the event as a FREE event! We are now planning for our 7th year and hope to leverage our 501(c)3 tax status with our mission to continue to showcase Glenville as a great place to work, play and live. We invite you to take the opportunity to market your organization at this high energy and popular celebration. If you choose sponsorship, depending upon the level you choose, you can expect any or all of the following:

- Your logo in Print Ads
- Your logo on event signs on Route 5 by the Maalwyck entrance for more than 1 month of viewing (Will be seen by an average of 4,700 commuters daily)
- Signage at event grounds (At least 4' X 4') for more than one month (will be seen by 1,000+ people on the soccer field weekly)
- Your logo on hundreds of event t-shirts worn by sponsors, volunteers and staff
- Acknowledgement and/or advertisement in thousands of event booklets
- A presence on the Glenville Oktoberfest official website (with hyperlink)
- An audience of thousands of potential customers you can connect with from your own vendor booth.
- Your logo on thousands of flyers that will be distributed locally

Maalwyck Park offers 60 acres owned and maintained by the Town of Glenville. The easy access from I-890 and the Village of Scotia has further expanded our visitors.

This Oktoberfest promises to bring more vendors, more activities, more guests and more media hype. This packet includes sponsorship and advertising opportunities to fit every budget. If you are interested in participating as a vendor, please visit the website for more information. Laura Siracuse is our Sponsorship Coordinator and her information is to the left. Feel free to call her or any of the committee members with any questions you have.

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

Sincerely,

David and Heather

The Glenville Business and Professional Association is a 501(c)3 organization.

Glenville Oktoberfest ~ c/o Key Bank ~ 241 Saratoga Road ~ Glenville, New York 12302

Sponsorship Opportunities



\$5,000 - Title Sponsor (Only One Available)

*Glennville Oktoberfest presented by "Your Company" with Town of Glennville and GBPA
Signage at entrance of Event & featured on the Event Stage, 4 x 4 Signage on the grounds
Inclusion in print advertising*

Acknowledgement on event website, Facebook Page, Event Program Covers and
Full Page Ad (with double coupon), Featured on Flyers
Premium Recognition on Event T-Shirt ("Presented By" with logo)
20 x 10 Vendor/Exhibit Space, 10 Event T-Shirts

\$2,500 - Platinum Sponsor

Signage/named sponsor for designated Event Area & featured on the Event Stage
Inclusion in print advertising
4 x 4 Signage on the grounds

Acknowledgement on event website, Facebook Page, Logos on Program Back Cover,
Full Page Ad (with double coupon) and Flyers Recognition on Event T-Shirt (headliner with logo)
10 x 10 Vendor/Exhibit Space, 8 Event T-Shirts

\$ 1,000 - Gold Sponsor

4 x 4 Signage on the grounds, Logo on Event Signage

Acknowledgement on event website, Facebook Page, Event Program Full Page (with double coupon)
and Flyers Recognition on Event T-Shirt (logo)
10 x 10 Vendor/Exhibit Space, 4 Event T-Shirts

\$ 500 - Silver Sponsor

Acknowledgement on event website, Event Program Half Page Ad
Recognition on Event T-Shirt (name listed)

10 x 10 Vendor/Exhibit Space, 2 Event T-Shirts

\$ 250 - Bronze Sponsor

Acknowledgement on event website, Event Program (1/4 page)

2 Event T-Shirts

10 x 10 Vendor / Exhibitor Space



2016 Glenville Oktoberfest Commitment Letter

Company Name: _____

Address _____ City _____ State _____ Zip _____

Phone _____ FAX _____ Email _____

____ Yes, we would like to use the booth space provided.

Please provide t-shirt sizes and amount for those packages that will be receiving shirts.

SMALL _____ MEDIUM _____ LARGE _____ X LARGE _____ XX LARGE _____

As an official representative of the company listed above, my signature executes this Sponsorship Commitment agreement, accordingly and the company above commits to this sponsorship with payment accompanying this form. I/we understand that the Glenville Oktoberfest is a rain or shine event!

Note: In order to maximum advertising for this the event, materials are printed in advance, thus business inclusion in event signage and printed materials upon receipt of commitment and payment.

Signature: _____

Title: _____ Date: _____

CHECK SPONSORSHIP LEVEL:

\$5,000 _____ \$2,500 _____ \$1,000 _____ \$500 _____ \$250 _____

CANCELLATION POLICY: Upon signing this agreement, your company is responsible for 100% payment. In the event that the Oktoberfest Committee cancels the event due to an act of God, declaration of war, act of foreign enemies, or any act that directly causes cancellation of the event, the Oktoberfest Committee shall have the right to retain 30% of the sponsorship to cover pending costs. The remaining monies shall be returned to the sponsors. Rain or shine event.

**** See our website for graphic specifications (under Sponsorships & Vendors tab)

Sponsorship Questions?

Contact Laura Siracuse at 321-4918 or via email lsiracuse@mtb.com

DEADLINE: August 31st, 2016

**Mail Sponsorship Commitment Form & Check payable to GBPA to:
Glenville Oktoberfest c/o Key Bank
241 Saratoga Road Glenville, New York 12302**