



Sponsorship Proposal



DATE OF EVENT:

SATURDAY, SEPTEMBER 30th, 2017

glenvilleoktoberfest.com

facebook

#GOktoberfest





2017 Glenville Oktoberfest

Commitment Letter

Company Name: _____

Contact Name: _____

Company Website: _____

Address _____ City _____ State _____ Zip _____

Phone _____ FAX _____ Email _____

Sponsorships include vendor booth space. Please confirm whether you plan to host a booth

Yes, we would like to use the booth space provided No, please donate our space to a non-profit to use

Please specify amount of t-shirt sizes for your sponsorship level

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

As an official representative of the company listed above, my signature executes this Sponsorship Commitment agreement, 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: To maximize advertising for the event, materials are printed in advance, business inclusion in event signage and printed materials is based upon receipt of commitment letter 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?

Tracy Conley at tconley@communitytp.com
Christine George at gchristine801@gmail.com

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



February 2017

**Glenville Oktoberfest
Committee Members:**

Committee Co-Chairs

David Hennel
david@hennel.net

518-469-1711

Heather Peterson
Watson, Peterson & Co CPAs
heather@watsonpeterson.com
518-372-9518

Sponsorships

Tracy Conley
Community Preservation Corp
tconley@communitycp.com
518-596-4623

Christine George
Dr. David Coppola, DDS
gchristine801a@gmail.com
518-649-6067

Logistics

James MacFarland
Town of Glenville
JMacFarland@townofglenville.org
518-688-1221

Scott Osswald
Schenectady Chamber of
Commerce
sosswald@nycap.rr.com
518-817-0709

James Valachovic
Glenville Business & Professional
Association
jvalachovi@aol.com

Vendors & Activities

Lori Reffue
Key Bank
lori_s_reffue@keybank.com
518-612-6122

Volunteers

Donna Gigone
Greater Glenville YMCA
dgigone@cdymca.org

Keith DeMichele
Berkshire Bank
kdemichele@berkshirebank.com
518-831-7561

GBPA

Kate Toombs
Treasurer
ktoombs@gmail.com
518-688-2846

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 8th 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 articles / advertisements featured in publications such as Your Hometown, Daily Gazette
- A presence on the Glenville Oktoberfest official website (with hyperlink)
- Exposure via our use of social media for event / sponsor promotion via our Glenville Oktoberfest Facebook site
- Your logo on hundreds of event t-shirts worn by sponsors, volunteers and staff
- Acknowledgement and/or advertisement in thousands of event booklets
- 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. Tracy Conley and Christine George are our Sponsorship Coordinators and their contact information is to the left. Feel free to call 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)

Glenville Oktoberfest presented by "Your Company" with Town of Glenville and GBPA

*Signage at Entrance to Event & 4 x 4 Signage (logo) featured on both Event Stages,
Print advertising, featured on event website, Facebook, Event Flyers, Logo on Rt 50 Sponsor Sign
Event Program Cover and Full Page Ad (with double coupon)
Featured on front of 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

*"Naming" rights available for: Oompah (main) stage, Kids Zone, Dunk Tank, Cruise-In Car Show,
Parking Lot (Car Park), Harvest Area, Exhibit Area (Courtyard), or Golf Carts (rides from parking lot)
4 x 4 Signage (logo) on the grounds, Logo on Rt 50 Sponsor Sign
Print advertising, Logo on event website, Facebook, Event Flyers
Event Program Full Page Ad (with double coupon), Logo on back of Event T-Shirt
10 x 10 Vendor / Exhibit Space, 6 Event T-Shirts*

\$ 1,000 - Gold Sponsor

4 x 4 Signage (logo) on the grounds

*Logo on event website, Facebook, Event Program Full Page (with double coupon)
Listed on Event Flyers, Logo on Event T-Shirt, Logo on Rt 50 Sponsor Sign
10 x 10 Vendor / Exhibit Space, 4 Event T-Shirts*

\$ 500 - Silver Sponsor

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