



Sponsorship Proposal



DATE OF EVENT:

SATURDAY, SEPTEMBER 28th, 2019

glenvilleoktoberfest.com

facebook

#GOktoberfest





2019 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

The Event T-Shirts will be available on the day of the event at the Hospitality Tent. Please send a company representative to pickup the number included with your sponsorship level.

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@communityp.com

**Mail Sponsorship Commitment Form & Check payable to GBPA to:
Glenville Oktoberfest c/o GBPA
P.O. Box 2728, Glenville, New York 12325**



March 2019

**Glenville Oktoberfest
Committee Members:**

Committee Co-Chairs

David Hennel
david@hennel.net
518-469-1711

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

Sponsorships

James MacFarland
Town of Glenville Liaison
JMac1212@gmail.com
518-429-8988

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

Logistics

Vicki Hillis
Town of Glenville
vhillis@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

Volunteers

Donna Gigone
Greater Glenville YMCA
dgigone@cdymca.org

GBPA

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

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 10th 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:

- Title Sponsor to be featured on our NEW Glenville Oktoberfest "float" in the Village of Scotia's Memorial Day Parade
- Your logo in print articles / advertisements featured in publications such as Your Hometown, Daily Gazette
- Inclusion in our new (2018) Daily Gazette insert (color section wrap)
- 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 and volunteers
- An audience of thousands of potential customers you can connect with from your own vendor booth
- Our big hit from 2018 – wiener dog races / dachshund dash!
- Your logo on 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. Jamie MacFarland and Tracy Conley are coordinating Sponsorships 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, Heather, and Jamie

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

Glenville Oktoberfest c/o GBPA, P.O. Box 2728, Glenville, New York 12325



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 including Daily Gazette event flyer, featured on event website, Facebook, Event Flyers

Featured on front of Event T-Shirt ("Presented By" with logo)

Featured on Glenville Oktoberfest float in Village of Scotia Memorial Day Parade

Featured Exhibit Space – near Biergarten Entrance (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 in print advertising including Daily Gazette event flyer,

Logo on event website, Facebook, Event Flyers, 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 and Daily Gazette event flyer, Facebook,

Listed on Event Flyers, Logo on back of Event T-Shirt

10 x 10 Vendor / Exhibit Space, 4 Event T-Shirts

\$ 500 - Silver Sponsor

Listed on event website

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

\$ 250 - Bronze Sponsor

Acknowledgement on event website

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