



# Sponsorship Proposal



**DATE OF EVENT:**

**SATURDAY, SEPTEMBER 30th, 2023**

[glenvilleoktoberfest.com](http://glenvilleoktoberfest.com)



facebook

#GOktoberfest





# 2023 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. Understand that changes to comply with local, state, or federal guidelines related to covid-19 may be required. Rain or shine event.

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

**Sponsorship Questions? Email us at [iwannahelp@glenvilleoktoberfest.com](mailto:iwannahelp@glenvilleoktoberfest.com)**

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



January 2023

Dear Friends,

We are honored to have the Daily Gazette name the 2022 Glenville Oktoberfest as the “Best Local Event”! We appreciate the recognition and realize this is due to the tremendous community support for the event – especially from our Sponsors! 2022 saw the much anticipated return of the Main Biergarten tent and record crowds!

We’re hopeful that all of you, our great sponsors, will return to support this great event! Once again, Glenville Oktoberfest will be advertised as a FREE event – no admission fee, no parking cost (due to your generosity). Please 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
- Title sponsor to be featured on Glenville Oktoberfest float within Village of Scotia Memorial Day Parade (requires commitment by May 1, 2023)
- Inclusion in our 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
- 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.

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

Sincerely,

*Your Glenville Oktoberfest Committee*

**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 Glenville Oktoberfest Float - Village of Scotia Memorial Day Parade*

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

*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, Main Biergarten, Kids Zone, Cruise-In Car Show,*

*Parking Lot (Car Park), Harvest Area, 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 20 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***

*Acknowledged on event website*

*10 x 10 Vendor / Exhibit Space*