



P.O. Box 691205 Vero Beach, FL 32969 | Tel: 772-492-6105

Sponsorship Opportunity Information



Why Sponsor

The Vero Beach, FL Oktoberfest is a major two-day music, food, beer and cultural community festival event located at the Indian River County Fairgrounds. The event can provide high visibility for your product, brand or service to a targeted and qualified audience. Our festival goers are happy people ready to mix and mingle for hours at a time and in many cases over two full days.

Who Are Our Attendees?

- 85% are homeowners
- 80% are age 30 to 65
- 60% Male 40% Female
- 50% have a household income greater than \$90K
- 90% purchase something at the festival
- 60% Indian River County Residents, 15% Brevard County Residents, 15% Saint Lucie County Residents, 10% from out of the tri-county area.



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Co-Brand the Entire Event with Us!

Biergarten (Beer Garden) Title Sponsor - \$3,500.00

All the BIG action is in the huge Biergarten tent that is 100' x 160' and artfully decorated Oktoberfest style! The BIG German Oktoberfest party bands rotate through here. It has two of its own dedicated full liquor bars, tables, chairs and a dance area in front of the stage! Seating for about 800 at any given time!

PROST!

- **Full media inclusion-** Your business name and logo will be advertised everywhere the event is advertised (Full media inclusion). You will be on cable TV, In multiple newspapers, multiple radio stations, paid social media ads, emails, logo and link on website, etc... In total your sponsorship at this level will be advertised in approx. \$20,000.00 worth of marketing over a 7-10 day period for community saturation.
- **Naming rights** - The title of the event will include your company name, as follows: "The Vero Beach Oktoberfest Presented by [YOUR COMPANY NAME HERE]." It will be prominently displayed in all signage, advertising, promotional materials, and press releases and on the event website and Facebook event pages, email blasts, festival shirts etc...
- 30 social media mentions with logo and link to site or tag to social media page. Facebook and Instagram
- Logo and link on website
- Logo & link on promo emails to thousands of happy event goers on the Treasure and Space Coast
- Up to 5 advertising banner placements at the event. (Banners provided by sponsor) includes main stage main banner presence.
- Up to 10'x20' display area to advertise your business. Must supply own tents tables & chairs.
- Live PA mention of sponsor several times on main stage
- 40 General Admission Tickets
- You will have sponsor exclusivity in your business industry (No other lower level sponsors in your industry will be permitted).
- Business name on festival promo shirts
- First right of refusal for the next event
- **\$14,000.00 Value**



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Exclusive Dining Tent Sponsor - \$2,000.00 One Available

Be the ONLY sponsor in & around the large 40'x100' dining tent, positioned behind the Beer Garden and near food vendors. This tent is also lighted at night and another very busy hot spot with it's own live music! seating for about 350 at any given time!

- Multi-thousands of people filtering through the dining tent over 2 days!
- You will be the only advertising banners at this section. Banners production at sponsors expense.
- Up to 4 advertising banner placements at the event. (Banners provided by sponsor) includes above dining tent banner presence.
- 20 social media mentions with logo and link to site or tag to social media page. Facebook and Instagram
- One 10x10 booth presence at event for your business: Must supply your own tent, tables & chairs. Can be located in the vendor marketplace or almost anywhere else at the event
- *Some restrictions apply
- 20 general admission tickets
- Logo & link on event website
- Logo & link on promo emails to thousands of happy event goers on the Treasure and Space Coast
- Business name/logo in all newspaper ads
- Business name on festival promo shirts
- You will have sponsor exclusivity in your business industry (No other equal level sponsors in your industry will be permitted as a sponsor at the event).
- First right of refusal for the next event
- **\$8,000.00 Value**



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Exclusive Kids Zone Sponsor - \$1,000.00 One Available

Be the ONLY sponsor in & around the big Oktoberfest Kids Zone! Will be advertised as the [business name] Kids Zone. Very busy with parents and children all weekend. Large area with inflatables, face painting, pumpkin painting, pony rides and more!

- Thousands of kids and parents filtering through the kids zone all weekend with great family exposure.
- You will be the only advertising banners, promo vehicle, swag bags or anything else that markets your business at this section
- Up to 3 advertising banner placements at the event. (Banners provided by sponsor) includes above kid zone banner presence.
- 10 social media mentions with logo and link to site or tag to social media page. Facebook and Instagram
- One 10x10 booth presence at event for your business: Must supply your own tent, tables & chairs. Can be located in the vendor marketplace or just outside/near the kid zone area
- *Some restrictions apply
- 12 general admission tickets
- Logo & link on event website
- Logo & link on promo emails to thousands of happy event goers on the Treasure and Space Coast
- Business name/logo in all newspaper ads
- Business name on festival promo shirts
- First right of refusal for the next event
- **\$5,000.00 Value**



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Bronze Event Sponsor - \$600.00 Three Available

A budget friendly business presence in front of thousands of happy Oktoberfest attendees!

- Includes Two 3 foot x 5 foot banner or smaller. Placed in a high visibility area of the event. Sponsor supplies the banner.
- Business name/logo in 25% paid social media or newspaper ads
- 5 social media mentions with logo and link to site or tag to social media page. Facebook and Instagram
- 6 general admission tickets
- Business logo and link on website and announced on social media pages
- Business logo and link included in email marketing to thousands of happy event goers on the Treasure and Space Coast
- One Free exhibitor 10x10 booth if you want an on-site promo booth all weekend. Sponsor provides pop up tent and all marketing materials/giveaways for the tent.

Banner Sponsor - \$300.00 Ten Available

A budget friendly business presence in front of thousands of happy Oktoberfest attendees!

- Includes two 3 foot x 5 foot banner or smaller. Placed in a high visibility area of the event. Sponsor supplies the banner.
- Business logo and link on website and announced on social media pages
- Business logo and link included in email marketing to thousands of happy event goers
- 50% Discount on an exhibitor 10x10 booth if you want an on-site promo booth all weekend. Sponsor provides pop up tent and all marketing material for the tent.

If you want to receive a powerful marketing engine and value for your business, please consider becoming a sponsor of the Vero Beach Oktoberfest
Contact info@latitude88.com or 772-492-6105

Note: your sponsorship is considered an advertising expense and not tax deductible.

See us online:
www.VeroBeachOktoberfest.com

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