



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 tri-county community festival event located at the Indian River County Fairgrounds on October 19th & 20th, 2024. 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. Each year brings multi-thousands of attendees to the venue with the opportunity to become your customers too!

Who Are Our Attendees?

- 85% are homeowners
- 80% are age 30 to 65
- 60% Male 40% Female
- 50% have a household income greater than \$80K
- 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 - \$4,500.00

All the BIG action is in the huge Biergarten tent that is 60' x 240' 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, etc...
- 30 social media mentions with logo and link to site or tag to social media page. Facebook and Instagram
- Logo and clickable link on website
- Logo & link on promo emails sent to thousands of happy event goers on the Treasure and Space Coast that have signed up to get event info emails.
- Up to 6 advertising banner placements at the event. (Banners provided by sponsor) to include in & around the beirgarten tent plus main stage banner presence. As well as one banner at each gate admission entry.
- 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 (sectioned VIP area close to stage - TBD)
- You will have sponsor exclusivity in your business industry (No other lower level sponsors in your industry will be permitted).
- Business name/logo on festival promo shirts
- Business name/logo on festival beer steins
- First right of refusal for the next event
- **\$14,000.00 Value**



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Silver Bar Sponsor - \$3,200.00

Be part of the Oktoberfest brand with naming rights at all of the event bars. We will have a large bar set up in the Beirgarten Tent as well as other locations around the event grounds being there is so much more to see & do beyond the Beirgarten.

- **Half media inclusion**- Your business name and logo will be advertised in newspaper, cable TV commercial, paid social media ads, email blasts, logo and link on website, etc... In total your sponsorship at this level will be advertised in approx. \$10,000.00 worth of marketing over a 7-10 day period for community saturation.
- **Naming rights** - This level gets your brand displayed at all bars in & around the event. You're welcome to all types of signage approved by promoter. Included in advertising, promotional materials, and press releases and on the event website and Facebook event pages, email blasts, etc...
- If a Spirit or Beer Company - agreement to have your product for sale at bars
- 25 social media mentions with logo and link to site or tag to social media pages.
- Logo and clickable link on website
- Logo & link on promo emails sent to thousands of happy event goers on the Treasure and Space Coast that have signed up to get event info emails.
- Up to 5 advertising banner/signage placements at the event. (Banners/signage provided by sponsor) this includes in & around the event bars plus one at each admission gate (2 total).
- Up to 10'x10' display area to advertise your business. Must supply own tents tables & chairs.
- 30 General Admission Tickets
- You will have sponsor exclusivity in your business industry (No other equal level sponsors in your industry will be permitted).
- Business name on festival promo shirts
- First right of refusal for the next event
- **\$11,000.00 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 plus one banner at each gate admission.
- 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 near the dining tent area
*Some restrictions apply
- 20 general admission tickets
- Logo & clickable link on event website
- Logo & link on promo emails to thousands of happy event goers on the Treasure and Space Coast that have signed up to get event info emails.
- Business name/logo in some newspaper ads
- Business name on festival promo shirts
- 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) to include: one banner at each admission gate(2 total) & 1 above the kid zone entry for 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
- Ability to have volunteers working kid zone area and/or staff wearing your branded t-shirts
- Logo & link on event website
- Logo & link on promo emails to thousands of happy event goers on the Treasure and Space Coast that have signed up to get event info emails.
- Business name/logo in some 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

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, one at each gate admission entry. Sponsor supplies the banner.
- 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

A little extra splash goes a long way 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, one at each gate admission entry. 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 Crystal@latitude88.com or 772-492-6105**

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

See us online:

www.VeroBeachOktoberfest.com

A Latitude88, Inc. Production



P.O. Box 691205 Vero Beach, FL 32967 | 772-492-6105

Sponsor Name: _____
(as you would like advertised)

Contact Name & Title: _____

- \$4,500.00 Biergarten Title Sponsor
- \$3,200.00 Silver Bar Sponsor
- \$2,000.00 Exclusive Dining Tent Sponsor
- \$1,000.00 Exclusive Kid Zone Sponsor
- \$600 Bronze Event Sponsor
- \$300.00 Banner Sponsor

Event Sponsoring:

Vero Beach Oktoberfest
Oct. 19th & 20th, 2024.
Indian River County Fairgrounds - 7955 58th Ave
Vero Beach, FL 32967.
Title Sponsor and Silver Sponsor will begin
within 24hrs of processing this agreement.

Street Address: _____

City, State, Zip: _____

Phone Number: _____

Email: _____

Method of Payment: Check ___ Credit Card ___

Please send completed form & desired logo plus a website or Facebook page to:

Email: crystal@latitude88.com

Mailing address: P.O. Box 691205 Vero Beach, FL 32969

Checks are payable to Latitude-88, Inc. If paying by credit card we will send you an invoice to pay online. This payment should be considered a marketing/advertising expense and is not tax deductible. If this event is canceled for any reason before Oct. 11th, 2024, sponsor will receive a full refund. If sponsor cancels for any reason, this fee is non-refundable. Latitude-88, Inc. will provide all services and items listed in the chosen sponsor level.

Sponsoring Company Signature: _____ Date: _____