

Fourth Annual
Walnut Creek Oktoberfest
Saturday, October 20, 2018
Civic Park, Walnut Creek

The fourth annual **Walnut Creek Oktoberfest** returns **Saturday, October 20, 2018** to its new location in beautiful Civic Park. This popular community event offers fun for the entire family and brings out some very specific target audiences. Oktoberfest draws 8,000 – 10,000 attendees from all over the Bay Area and San Francisco to enjoy a robust Bier Garden, international music and top local bands, gourmet food, dozens of arts and crafts booths, Kinder Platz Kids Zone, Autobahn, and special attractions. We invite you to join the many businesses that have benefited from sponsoring the Walnut Creek Oktoberfest.

Thank you for your involvement and support.



\$12,000 - Presenting Sponsor (Toyota Walnut Creek)

- Exclusivity in sponsorship category
- Company logo included as the Presenting Sponsor for all advertising including print/digital ads, event posters/postcards, social media, radio, TV, e-blasts, press release & event/WCD /WC Chamber websites
- Company logo included on event banners located throughout venue
- Company recognition in promotional announcements from music stage
- 1-Facebook Live Feed (location TBD)
- Complimentary 10'x10' booth space
- Ten complimentary glasses
- Fifteen complimentary drink tickets

\$5,000 - Event Sponsor

- Advertising inclusion - print/digital ads, event posters/postcards, event/WCD/WC Chamber websites
- Company logo included on banners and signage located throughout Civic Park
- Company recognition in promotional announcements from music stage
- Complimentary 10'x10' booth space
- Six complimentary glasses and drink tickets



2018 COMPONENT OKTOBERFEST SPONSORSHIP OPPORTUNITIES

All Component Oktoberfest Sponsorships Include:

Company logo on pre-event promotional materials including print/digital ads, event posters/postcards

Company logo included on banners and signage located throughout Civic Park

Company name, logo, and link on the Chamber, Walnut Creek Downtown, & Oktoberfest websites

Sponsor recognition from entertainment stages throughout the festival

Sponsor Listing on WCD Events Page

\$7,500 - Exclusive Beer Glass Sponsor

- Company logo on all beer glasses (approximately 8,000+)
- Complimentary 10'x10' booth space
- Twenty complimentary glasses & drink tickets

\$3,500 - Main Entertainment Stage

- Banner branded with your company logo as the Stage Sponsor and prominently displayed on stage
- Ten complimentary glasses & drink tickets

\$2,500 - Kinder Platz / Kids Zone - Micro Brew Arena

- Banner branded with your logo as the Sponsoring company and prominently displayed in that area
- Six complimentary glasses & drink tickets



IN-KIND SPONSORSHIPS

All in-kind Oktoberfest Sponsorships Include:

Company logo on pre-event promotional materials including print/digital ads, event posters/postcards

Company logo included on banners and signage located throughout Civic Park

Company name, logo, and link on the Chamber, Walnut Creek Downtown, & Oktoberfest websites

Sponsor recognition from entertainment stages throughout the festival

Sponsor Listing on WCD Events Page

Beer or Wine Sponsor

- Exclusive beverage sold at all beer booths in venue
(excluding micro-brewery arena)
- *Six complimentary glasses & drink tickets*

Non-Alcoholic Beverage Sponsor

- Exclusive non-alcoholic beverage sold at all beverage booths in venue
- *Six complimentary glasses*

Media Sponsor*

- *Company proposal that outlines a partnership value of \$10,000 or greater to be agreed upon



To request a sponsorship application or more information, please contact
Chamber President Jay Hoyer at Jhoyer@walnut-creek.com
Shawn Filardi at Sfilardi@walnut-creek.com

Or call directly (925) 934-2007
Walnut Creek Chamber of Commerce & Visitors Bureau

Thank you for your support.

