



SPONSORSHIP OPPORTUNITIES

Thank you for taking the time to consider a partnership in the promotion of the Newberry Oktoberfest. Over the years our events have grown to be what Newberrians look forward to annually and attract tourists from across the Southeast. We're always making improvements to our events as we expect record attendance for the 2022 Newberry Oktoberfest, giving you more exposure for your sponsorship dollars.

Below is a little bit about our premier event for the City of Newberry:

Newberry Oktoberfest-This event will celebrate its 21st year on October 1st of 2022! Newberry's largest event features FREE kid's rides and attractions, FREE live entertainment, as well as popular German foods and Biergartens. The 2021 event will feature Art and Craft vendors that have been hand-picked for the finest goods and a special lot for kids and families, Kindertown!

FREE is a word that can be associated with these events only through the generous support of our community-minded sponsors like you! If you're interested in Sponsoring the Newberry Oktoberfest 2021 please complete the attached form or contact us at 803-321-1015 or feel free to send me an email. If you are interested in being an annual sponsor of Newberry Events in 2022, please contact us as we'd be happy to add to you our mailing list for annual sponsorship opportunities for our many local events. We look forward to our partnership with you!

Sincerely,
Bridget Carey
Tourism & Events Manager
City of Newberry Parks, Recreation & Tourism

BENEFITS OF BEING A SPONSOR	EVENT TITLE	KINDERTOWN	ROCKTOBERFEST STAGE	T-SHIRT BOOTH	SHUTTLE
Titles	Entry Banner Radio Social Media Filter Video Print Weblink General Stage Banner 40 VIP Room Passes FREE 10x10 <i>Tented</i> Booth	Kindertown Entry Signs Video Print Weblink General Stage Banner 10 VIP Room Passes FREE 10x10 <i>Tented</i> Booth	Large Stage Banner Video Print Weblink General Stage Banner 10 VIP Room Passes FREE 10x10 <i>Tented</i> Booth	Sales Booth Banner Video Print Weblink General Stage Banner 10 VIP Room Passes FREE 10x10 <i>Tented</i> Booth	Shuttle Bus Sign Weblink General Stage Banner 5 VIP Room Passes FREE 10x10 <i>Tented</i> Booth
Total Investment	\$20,000	\$5000	\$5000	\$5000	\$2500

BENEFITS OF BEING A SPONSOR	GOLD	TITANIUM	SILVER	COPPER	PATRON
General	Video Print Weblink General Stage Banner 10 VIP Room Passes FREE 10x10 <i>Tented</i> Booth	Weblink General Stage Banner 5 VIP Room Passes FREE 10x10 <i>Tented</i> Booth	Weblink General Stage Banner 2 VIP Room Passes FREE 10x10 Booth	Weblink General Stage Banner	General Stage Banner
Total Investment	\$5000	\$2500	\$1000	\$500	\$100

SPONSORSHIP INTENT FORM

PLEASE RETURN BY JULY 29th, 2022, TO RECEIVE ALL THE BENEFITS OF BEING A SPONSOR

Sponsor Company or Name _____

Contact Person _____

Mailing Address _____

City _____ State _____ Zip _____ Telephone # _____

E-Mail: _____

Website: _____

✓	SPONSORSHIP LEVEL	ADDITIONAL INFORMATION Please circle YES or NO to answer.
	\$100- PATRON	
	\$500- COPPER	
	\$1000- SILVER	<i>Free booth space during Oktoberfest?</i> YES / NO
	\$2500- TITANIUM	<i>Free <u>tented</u> booth during Oktoberfest?</i> YES / NO
	\$5000- GOLD	<i>Free <u>tented</u> booth during Oktoberfest?</i> YES / NO
	\$2500 SHUTTLE SPONSOR	<i>Free <u>tented</u> booth during Oktoberfest?</i> YES / NO
	\$5000 T-SHIRT BOOTH SPONSOR	<i>Free <u>tented</u> booth by T-Shirt Booth @ Memorial Park during Oktoberfest?</i> YES / NO
	\$5000 STAGE SPONSOR	<i>Free <u>tented</u> booth at Rocktoberfest Stage during Oktoberfest?</i> YES / NO
	\$5000 KINDERTOWN SPONSOR	<i>Free <u>tented</u> booth in Kindertown during Oktoberfest?</i> YES / NO
	\$20000 EVENT TITLE SPONSOR	<i>Free <u>tented</u> booth in the location of choice during Oktoberfest?</i> YES / NO

Please enclose check with your intent form.

Make Checks Payable to "City of Newberry- PRT"

Contact Signature: _____ Date: _____

FOR MORE INFORMATION CONTACT:

City of Newberry Parks, Recreation, and Tourism Department
P.O. Box 538 • 1323 College Street • Newberry, SC 29108
(803) 321-1015 phone • bcarey@cityofnewberry.com

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SPONSORSHIP OPPORTUNITIES

We value our sponsors and want to support your businesses. We encourage you to decorate and bring items to your booth to promote your business. Examples may be giveaways, such as koozies, pens, plastic cups, and other promotional materials. Typically, as a sponsor, you are given advertising privileges as designated by your donation amount. In previous years sponsors have not sold items at their booth, however, if you are wanting to sell at your booth, please be aware that your merchandise/items will be put thru the same juried process that our Arts & Crafts Vendors undergo. If your merchandise/items for sale are not submitted in the jury process you will NOT be permitted to sell at your sponsor booth. Submission of items to be juried is not a guarantee that you will be able to sell your items at your sponsor booth.

Please see the attached pages regarding the jury process and the selection Arts & crafts vendors.

We appreciate all you do to help make Newberry Oktoberfest the largest event that the City of Newberry has to offer.

We look forward to your continued partnership and support.

Best Wishes,

Bridget Carey

Tourism & Events Manager

City of Newberry Parks Recreation & Tourism