

WALNUT CREEK



Oktoberfest

WALNUTCREEKDOWNTOWN.COM/OKTOBERFEST



Walnut Creek Chamber of Commerce  
& Visitors Bureau

and

Walnut Creek Downtown

Present

The Fourth Annual

**Oktoberfest**

Saturday, October 20, 2018

Sponsorship Opportunities



# Why Partner with WCD & WC Chamber of Commerce for Oktoberfest 2018?

- **Respected Brands + Events = Profitability**
- Align your company with two winning brands – WCD & WC Chamber of Commerce *and* a well-established downtown event that draws **8,000-10,000** guests from CCC, Alameda, and SF
- Create content and images for your business to repurpose on social media, press releases, and your business website
- Boost in-store activity, activation and expand your email list
- Enhance your SEO (Google algorithms tend to reward businesses who link with other well respected brands and credible sources)
- Create high-impact visibility
- Align yourself with two local non-profits
- A chance to connect with your target customers and upsell to new customers
- Events give new and existing customers a **face-to-face experience**



# Presenting Sponsor

*\$12,000 (sold to WC Toyota)*



Presenting Sponsorship includes: **SOLD to Toyota of 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 & 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
- :30 second video created for event promotion

# Event Component Sponsorship Opportunities

Most Sponsorships Include Company Name/Logo On:

- Pre-event promotional materials including print/digital ads, event posters/postcards
  - Banners and signage located throughout Civic Park
  - WCD/WC Chamber and event websites, including live link
  - Company recognition in promotional announcements from music stage
- \$7,500 - Exclusive Beer/Wine Glass Sponsor
  - Company logo on all beer glasses (approximately 4,000+)
  - Complimentary 10'x10' booth space
  - Twenty complimentary drink tickets
- \$3,500 - Main Entertainment Stage **SOLD TO WC Convention & Visitor's Bureau**
  - 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) OR Micro Brew Arena **SOLD to Omni Fight Club**
  - Banner branded with your company logo as the Kinder Platz OR Micro Brew Arena Sponsor and prominently displayed
  - Six complimentary glasses & drink tickets

# In-Kind Sponsorships



## Most Sponsorships Include Company Name/Logo On:

- Pre-event promotional materials including print/digital ads, event posters/postcards
  - Banners and signage located throughout Civic Park
  - WCD/WC Chamber and event websites, including live link
- Company recognition in promotional announcements from music stage
  
- **Beer and Wine Sponsor**
  - Exclusive beverage sold at all beer booths in venue (excluding micro-brew arena)
  - Six complimentary glasses
  
- **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



For more information on sponsorships, please contact  
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