

Oktoberfest Sponsorship Opportunities

October 5, 2024



Record crowds attended last year's Downtown Oktoberfest, and we want to continue the success this year! We do not charge admission to this important festival that adds a significant boost to our local economy. Our festival has been voted the 2nd Best Oktoberfest in America by USA Today!

Reach thousands and help support this community festival by becoming a sponsor. Please contact Sarah Warmka with the New Ulm Area Chamber of Commerce with any questions or to secure your sponsorship: sarah@newulm.com, 507-233-4300.

Ein Prosit! – \$2,500

- Sponsor is thanked by Mayor at tapping/kickoff
- Opportunity to address the crowd between bands (1pm)
- Opportunity to put an item in VIP Swag Bags (qty: 125)
- 10 VIP Wristbands (\$500 value)
 - Includes access to Visitor Center/indoor bathrooms
 - Collectible beer mug + 2 beer tickets
 - Swag bag
- Logo (large) on advertising materials, including:
 - Flyers
 - Website
 - Facebook
 - Newspaper ads
 - Email newsletters
 - Banner at the event
- Business listed in press releases



Lederhosen – \$1,000

- Opportunity to put an item in VIP Swag Bags (qty: 125)
- 5 VIP Wristbands (\$250 value)
 - Includes access to Visitor Center/Indoor bathrooms
 - collectible beer mug + 2 beer tickets
 - swag bag
- Logo (medium) on advertising materials, including:
 - Flyers
 - Website
 - Facebook
 - Newspaper ads
 - Email newsletters
 - Banner at the event
- Business listed in press releases

Hoi Hoi Hoi! - \$500

- Opportunity to put an item in VIP Swag Bags (qty: 125)
- 5 collectible beer mugs + 10 beer tickets (\$125 value)
- Business listed in advertising materials, including:
 - Flyers
 - Website
 - Facebook
 - Newspaper ads
 - Email newsletters
 - Banner at the event
 - News releases

Sponsors also have the opportunity for a booth/presence at the festival at no additional cost.

