



Appleton's Oktoberfest

September 26 | College Avenue

A mile of food, family, music, and fun that has defined autumn in the Fox Cities for more than four decades! This celebrated friend-raiser is also a fundraiser for countless nonprofit organizations in our region. Enjoy live music, arts/ crafts, kids zone, and the best food and beer Wisconsin has to offer!

Commit to a three-year sponsorship, and lock in your price!

		Presenting	Platinum Stage*	Gold Stage**	Family Fun Area	Wristband	Arts & Crafts Area	Octoberfest Fanatic	Octoberfest Enthusiast	Octoberfest Supporter
		\$25,000	\$7,500	\$5,000	\$8,000	\$5,000	\$3,000	\$1000	\$500	\$250
PARTNERSHIP BENEFITS	Name or logo on marketing materials, Octoberfest web site, social media	•	•	•	•	•	•			
	Banner Logo	@All Stages	@ Stage sponsored	@ Stage sponsored	@Area/ stage		@Area			
	Recognition in The Business News	•	•	•		•				
	Company feature on social media	•								
	Logo on back of volunteer T-shirts if committed by August 1	Prominent @ top	•	•	•	•				
	Recognition in radio PSA's	•	•	•						
	Name on digital board at event	•	•	•	•	•	•			
	Booth space	2	1		1					
	Logo on wristband	•				•				
	Participate in morning toast	•	•							
	Octoberfest VIP ticket	2	2							
	1/4 Page ad in The Business News	•								
	Logo on event sponsor board/banner							Large/ Top	Medium/ Middle	Small/ Bottom

* Platinum Stages: West End of College Ave. (105.7 WAPL); College Ave. & Division (95.9 KISS FM)

* Gold Stages: Houdini Plaza (104.3 THE FUSE); College Ave. & Superior (RAZOR 94.7 | 104.7); College Ave. & Morrison (WHBY AND 95.3 |

FOR MORE INFORMATION

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