



September 18, 2021
11:00 a.m. to 7:00 p.m.
Madison Street

Sponsorship Deck



Oktoberfest Overview

Join the festivities as Middleburg comes alive to celebrate the coming of Fall.

Middleburg's Second Annual Oktoberfest will feature an art fair, activities, food & wine and, of course, beer!

Expected Attendance:
4,000 - 6,000



Oktoberfest is free & open to all ages!



Oktoberfest Menu

- Beer from Old Ox Brewery and Lost Barrel Brewing
- Wine from Cana Vineyards, Boxwood and other local wineries
- Cider from Mt. Defiance Cidery
- Bratwurst and Bavarian pretzels in the Beer Garden with food from other local vendors





Entertainment & Events

- A horse-drawn wagon brings the first keg to Town for the Mayor to tap and proclaim the beginning of the festivities
- Live music throughout the day
- German-inspired food
- Stein Holding Contest
- More than 20 artists displaying & selling their work
- Middleburg Museum exhibit of local German history
- Street Performers





Sponsorship Opportunities

Exclusive Grand Sponsor \$5,000

Sponsor benefits:

- Headline sponsor: logo on all event marketing including social media, print, website and signage
- Live mentions from the main stage
- Branding on the horse-drawn wagon
- Company designee rides on wagon bringing first keg to beer garden
- 10x10' booth space
- 2 reserved tables in the beer garden
- 12 beer tickets
- VIP Wristbands



Sponsorship Opportunities

Exclusive Beer Tent Sponsor: \$3,000

Sponsor benefits:

- Branding on tent in S. Madison Street Beer Garden
- Signage in N. Madison Street Beer Garden
- Welcome table at tent entrance with opportunity to handout swag bags/marketing material
- Logo included on the event marketing collateral, social media and website
- One reserved table in the beer garden

Exclusive Main Stage Sponsor \$2,500

The Main Stage is a focal point of the event with the opening ceremony, bands playing throughout the day and event-related activities/competitions.

Sponsor benefits:

- Branding on stage in S. Madison Street Beer Garden
- Branding on stage in N. Madison Street Beer Garden
- Logo included on the event marketing collateral, social media, website and signage
- One reserved table in the beer garden



Sponsorship Opportunities

Stein Holding Contest Sponsor \$500 **SOLD!**

Sponsor benefits:

- Company branding included in the contest name
- Company name included on the event marketing collateral
- Company name included on the event signage
- One company representative to assist on the stage with the contest prize presentation

Water Station Sponsor \$500

Sponsor benefits:

- Provide branded bottled water free to guests
- Name included on the event collateral
- Company name included on the event signage

Friends of Middleburg \$500

Sponsor benefits:

- Name included on the event collateral,
- Company name included on the event signage



Sponsorship Contract Agreement

The Middleburg Oktoberfest is scheduled for Saturday, September 18, 2021 from 11:00 a.m. – 7:00 p.m., located on Madison St., Middleburg, VA. Your commitment to a sponsorship is final. No refunds or credits will be issued.

I am committing to the following sponsorship level (please complete all fields below):

- | | |
|---|--|
| <input type="checkbox"/> Grand Sponsor \$5,000 | <input type="checkbox"/> Stein Holding Contest Sponsor \$500 SOLD |
| <input type="checkbox"/> Beer Tent Sponsor \$3,000 | <input type="checkbox"/> Water Station Sponsor \$500 |
| <input type="checkbox"/> Main Stage Sponsor \$2,500 | <input type="checkbox"/> Friends of Middleburg \$500 |

Company Name (as it should appear on the marketing collateral):

Contact Name: _____

Email: _____

On-Site Contact Name: _____

Website: _____

Business Phone: _____

Business Address: _____

Mobile Phone: _____

City: _____ State: _____ Zip: _____

IMPORTANT! This contract is binding at time of receipt by Town of Middleburg with or without payment. Payment is expected at time of executed contract—no refunds or credits will be issued. Only individual representatives that have authority to enter into contractual agreements may execute this contract. This contract is binding even if the party signing this agreement leaves the company represented above. **By signing this contract I acknowledge that I have read and accept all event rules and regulations listed above on this contract.**

Authorized Signature _____ Date _____

Please email form to: Rhonda North at rnorth@middleburgva.gov or deliver to the Town of Middleburg office along with full payment. Checks can be mailed to: Town of Middleburg, 10 W. Marshall St., Middleburg, VA 20118