



Oktoberfest Committee
Saint Benedict Catholic Church
300 N. Sheppard Street
Richmond, VA 23221
www.stbenedictoktoberfest.com
facebook.com/stbenedictoktoberfest/

Mark Your Calendars! September 15, 16 & 17!

Dear Potential Sponsor:

Thank you for Inquiring about becoming a Sponsor at the 13th Annual St. Benedict Oktoberfest! It is hard to believe that this event is right around the corner! Please plan now to join us as a sponsor of the largest Oktoberfest in Central Virginia! The support of our sponsors has helped make this festival one of Richmond's favorite events and has raised over \$705,000 for Catholic education! Last year we had over 40,000 people attend our three-day event!

German-themed bands and dancers will provide wonderful "oompah" entertainment all weekend! Families and fun-seekers will enjoy festive games, activities, and competitions. Christkindlmarkt will continue on Belmont, offering a broad and unique array of crafts and gifts. Our German Weingarten will be back with a great variety of German and Austrian wines. Do we have a Biergarten?! You could say that! In addition to German beers, our Biergarten hosts one of the largest microbrew showcases in the area! Our Bier Express line will continue to provide our sponsors easier access to the impressive 2017 beer lineup. We offer a great variety of your favorite Oktoberfest foods, so don't forget to visit our food tent. **NEW THIS YEAR:** We will be introducing a new perk for our Braumeister and above sponsors. **NO MORE FOOD LINES!** For these level sponsors, you can order the food that comes with that sponsorship level in the Reserved Sponsorship Area, and our staff will coordinate bringing the food to you!! *See the Sponsorship Package for details!*

Our Oktoberfest has grown at an incredible pace, and we need your help to continue our growth without sacrificing the authenticity and quality we have worked so hard to achieve. This year's Oktoberfest could be our largest ever! PLEASE help make this year's event a success and increase the funds available to allow children to pursue a Catholic education. A large portion of proceeds support the indirect and direct financial aid needs of students attending our parish school, which has provided an affordable Catholic education to Richmond families for nearly a century. The remainder of the funds raised at Oktoberfest are awarded in merit-based scholarships for parish students attending Catholic high schools recognized by the Catholic Diocese of Richmond, allowing more students to attend those great schools.

Sponsorship material follows this letter for your consideration. Should you have any questions about our sponsorship opportunities, please do not hesitate to contact our Sponsorship Chair, Regina Toomey, at Sponsors@stbenedictoktoberfest.com or (804) 347-1371.

We can't wait to include you as a sponsor of our 13th Annual Oktoberfest!

Prosit!

St. Benedict Oktoberfest Committee

#OktoberfestRVA



St. Benedict Oktoberfest

September 15-17, 2017

Sponsorship Invitation

ST. BENEDICT CHURCH FESTPLATZ
BELMONT AND HANOVER
IN THE HEART OF THE MUSEUM DISTRICT



WWW.STBENEDICTOKTOBERFEST.COM



13th
Annual

You are invited to be a partner in the 13th Annual St. Benedict Oktoberfest!

Taking place in the Historic Museum District, last year's event drew over 40,000 people from the Greater Richmond area! Authentic German food, festive music, dancing, entertainment, children's activities and a wonderful selection of beers and wines - there is something to please everyone! Our event will again be running three days on the third weekend of September: Friday September 15th (4:00 p.m.-11:00 p.m.), Saturday September 16th (11:00 a.m.-11:00 p.m.), and Sunday September 17th (12:00 p.m. – 6:00 p.m.). Oktoberfest will be held rain or shine and entry is FREE.

Please explore the sponsorship opportunities inside. Should you need to tailor a sponsorship to your specific needs, please let us know!



Bürgermeister: Be a Mayor of our Oktoberfest as a Bürgermeister sponsor. This sponsorship provides distinct visibility throughout the event and prominent placement on event signage.

Sponsor Benefits:

- A personalized group Bürgermeister banner, with logos, prominently placed at the event (In lieu of personalized Bürgermeister banner with logo, approval can be sought for placement of your existing corporate banners)
- Recognition with logo on our Oktoberfest Event App, with a link to your corporate website
- Recognition with logo and link on our Oktoberfest website as a Bürgermeister sponsor
- Recognition over the PA system as a Bürgermeister sponsor
- Option for corporate items to be distributed at event entrances (item approval required)
- Reserved seating in sponsor area (20 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 20 Commemorative Steins
- 20 complimentary food/drink tickets
- 20 complimentary meals
- Limited number of complimentary Children's Area weekend wristbands upon request

New for this level in 2017: Let our volunteers bring the food provided with this sponsorship to your reserved table upon your request. No more food lines!

Bürgermeister sponsorships available to businesses or individuals: \$5,000



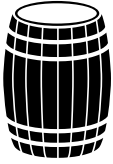
Kellermeister: In monasteries, a Kellermeister 'holds the keys' and is responsible for providing food and drink. Both are pretty important at Oktoberfest, so the title is appropriate! Help us continue to provide the best food and drink at our Oktoberfest by becoming a Kellermeister.

Sponsor Benefits:

- Placement of a corporate or personal banner, provided by sponsor, with approval from the Oktoberfest Committee
- Recognition with logo on our Oktoberfest Event App, with a link to your corporate website
- Recognition with logo and link on our Oktoberfest website as a Kellermeister sponsor
- Recognition over the PA system as a Kellermeister sponsor
- Reserved seating in sponsor area (15 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 15 Commemorative Steins
- 15 complimentary food/drink tickets
- 15 complimentary meals
- Limited number of complimentary Children's Area weekend wristbands upon request

New for this level in 2017: Let our volunteers bring the food provided with this sponsorship to your reserved table upon your request. No more food lines!

Kellermeister sponsorships available to businesses or individuals: \$3,500



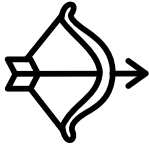
Braumeister: You cannot have a real Oktoberfest without the Brewers!!! Be a Braumeister at our Oktoberfest to enjoy the benefits below.

Sponsor Benefits:

- Placement of a corporate or personal banner, provided by sponsor, with approval from the Oktoberfest Committee
- Recognition with logo on our Oktoberfest Event App, with a link to your corporate website
- Recognition on our Oktoberfest website as a Braumeister sponsor with a link to your website
- Recognition over the PA system as one of our Braumeister-level sponsors
- Reserved seating in sponsor area (12 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 12 Commemorative Steins
- 12 complimentary food/drink tickets
- 12 complimentary meals
- Limited number of complimentary Children's Area weekend wristbands upon request

New for this level in 2017: Let our volunteers bring the food provided with this sponsorship to your reserved table upon your request. No more food lines!

Braumeister sponsorships available to businesses or individuals: \$1,875



Jägermeister: There is a different kind of “hunting” available at our Oktoberfest... for food, drink, gifts and fun! Become a master hunter in this high-level supporting sponsorship that provides great recognition throughout our Oktoberfest!

Sponsor Benefits:

- Placement of a corporate or personal banner, provided by sponsor, with approval from the Oktoberfest Committee
- Recognition with logo on our Oktoberfest Event App, with a link to your corporate website
- Recognition on our Oktoberfest website as a Jägermeister sponsor with link to your website
- Reserved seating in sponsor area (6 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 6 Commemorative Steins
- 6 complimentary food/drink tickets
- 6 complimentary meals
- Limited number of complimentary Children’s Area weekend wristbands upon request

Jägermeister sponsorships available to businesses or individuals: \$900



Bergsteiger: Although there are no Alps to climb in Richmond, help us climb to the highest peak of Richmond festivals by becoming a Bergsteiger sponsor. The Bergsteiger supporting sponsorship offers visibility and great sponsor event benefits.

Sponsor Benefits:

- Placement of a corporate or personal banner, provided by sponsor, with approval from the Oktoberfest Committee
- Recognition on our Oktoberfest Event App
- Recognition on our Oktoberfest website as a Bergsteiger sponsor
- Reserved seating in sponsor area (4 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 4 Commemorative Steins
- 4 complimentary food/drink tickets
- 4 complimentary meals
- Limited number of complimentary Children’s Area weekend wristbands upon request

Bergsteiger sponsorships available to businesses or individuals: \$625



Schuhplattler: Dance with us at Oktoberfest as a Schuhplattler sponsor. This business or personal level of sponsorship shows your support of this event.

Sponsor Benefits:

- Placement of a corporate or personal banner, provided by sponsor, with approval from the Oktoberfest Committee
- Recognition on our Oktoberfest Event App
- Recognition on our Oktoberfest website as a Schuhplattler sponsor
- Reserved seating in sponsor area (2 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 2 Commemorative Steins
- 2 complimentary food/drink tickets
- 2 complimentary meals
- Limited number of complimentary Children's Area weekend wristbands upon request

Schuhplattler sponsorships are available to businesses or individuals: \$315



Festwirt: Help us keep the beer tents open at Oktoberfest as a Festwirt sponsor. This personal level of sponsorship (no businesses) shows you/your family's support of this event.

Sponsor Benefits:

- Recognition on our Oktoberfest Event App
- Recognition on our Oktoberfest website as a Festwirt sponsor
- Reserved seating in sponsor area (2 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 2 Commemorative Steins
- 2 complimentary food/drink tickets
- 2 complimentary meals
- 2 complimentary Children's Area weekend wristbands

Festwirt sponsorships available to individual/family only: \$150

Please mail your Sponsorship Application and check (made payable to "Saint Benedict Catholic Church") to:

Oktoberfest Committee
Saint Benedict Catholic Church
300 N. Sheppard Street
Richmond, VA 23221

Direct inquiries to Regina Toomey at
Sponsors@stbenedictoktoberfest.com
or (804)347-1371.

Terms and Conditions

Sponsorships are available on a first-come, first-served basis, and are awarded at the discretion of the Oktoberfest Committee. Recognition on promotional materials and inclusion on banners may be limited due to printing, production, and/or event deadlines. Reserved tables/seats are intended for entertainment purposes (i.e. eating and drinking), not for promotional items, product and/or company displays. Oktoberfest banners created by St. Benedict Oktoberfest remain the property of Saint Benedict Catholic Church. Sponsors choosing to provide a banner for display are responsible for providing the banner to the Saint Benedict Catholic Church Office no later than 3:00 p.m. on the Thursday of the week of Oktoberfest. Banners not received by this time may not be displayed. Sponsors who have provided banners for display at Oktoberfest are responsible for retrieving their banner from Saint Benedict Catholic Church Office no later than 3:00 p.m. on the Thursday following Oktoberfest. St. Benedict Oktoberfest and Saint Benedict Catholic Church are not responsible for loss or damage of any banner provided for use at Oktoberfest. Please note that if sponsors fail to claim their reserved seats within 20 minutes of their reserved "start" time, the seats will be made available to other sponsors or the general public. Bier Express Line is for use of registered guests of sponsors in possession of a stein wristband and a sponsor stein. Sponsor steins are non-transferable. Food service available only to registered guests of Presenting, Bürgermeister, Kellermeister, and Braumeister Sponsors, and is only available for the food offered with that sponsorship level.

Please note that the Oktoberfest Committee is soliciting other corporate sponsors that may require additional signage and/or event assets, or that will be at levels tailored outside of those listed in this package. Contact the Oktoberfest Committee for more information on further corporate sponsorship opportunities. Saint Benedict Catholic Church is a non-profit, 501(c)(3) organization. Sponsorships may be tax deductible to the fullest extent allowed by law. Contact your accountant for tax guidance. Sponsorships are non-refundable. Violation of these terms and conditions, or violent, illegal, abusive, destructive, and/or inappropriate conduct may result in individual or group expulsion from the event and/or revocation of sponsorship.



Thank You
for supporting Catholic Education



St. Benedict Oktoberfest

2017 Sponsorship Application

Sponsorships subject to terms and conditions set forth in the Sponsorship Invitation.

Company/Individual Name _____

Contact Name _____ Phone # _____

For Days of the Event

Contact Name _____ Phone # _____

Street/P.O. Box Address _____ City, State, Zip _____

E-Mail Address _____ @ _____ Company website _____

Check Level of Sponsorship Desired

(details provided upon request):

- Bürgermeister - \$5,000
- Kellermeister - \$3,500
- Braumeister - \$1,875
- Jägermeister - \$900
- Bergsteiger - \$625
- Schuhplattler - \$315
- Festwirt - \$150
(Individual or Family Only – no businesses)

Would you like to DONATE some of your Sponsor Benefits back to St. Benedict Catholic Church?

- Yes, please donate my *steins*.
- Yes, please donate my *meal tickets*.
- Yes, please donate my *drink tickets*.

If you checked any of the above boxes, your charitable contribution will be increased to reflect the estimated value of these goods.

Indicate times when you will be present during Oktoberfest to assure reserved seating:

Friday Night, September 15, from _____ to _____

Saturday, September 16, from _____ to _____

Sunday Afternoon, September 17, from _____ to _____