



# Oktoberfest Beer Garden Tent Sponsorship

## Customized Naming Rights Opportunities

**\$15,000**

**Single Sponsorship for Naming Rights of the Beer and Wine Experience in the  
(Your Company's Name) Oktoberfest Tent**

*You will receive all of the benefits presented on the Sponsor Benefits Matrix plus...*

### PREMIUM LOCATION FOR YOUR BOOTH

- ✓ 10' x 20' Prime location in front of/next to the largest Beer and Wine Tent.
- ✓ The Oktoberfest Tent will feature tables, high-tops, a bar and TVs playing sports games through the weekend and will be a focal point of the event as a visually appealing, 40' x 60' fall-themed area near the stage -- in the hub of activity.

### ADDITIONAL ON-SITE PROMOTION

- ✓ Pig on the Pond Banner-created to welcome guests into the themed area.
- ✓ Two additional sponsor-provided banners/signs to be placed in high-visibility area.
- ✓ Table tents with the Sponsor's logo.
- ✓ Space around/in tent area to showcase appropriate Sponsor product.
- ✓ Opportunity for sponsor to provide sponsor-branded koozies.
- ✓ Logo on featured sponsor banner flanking the Main Stage.



### BONUS ENGAGEMENT

- ✓ Photo Op Spot on the Festival Map. Pig on the Pond's award-winning creative team will work with you to use your products or services with enhancements to create a Pig on the Pond branded picture location.
- ✓ Pig on the Pond can work with your team to help create "React and Redeem" engagement hosted by your staff. Opportunities include:
  - (2) Families of sponsor's choice get to take photos with Piglets from the Pig Races.
  - (1) Pre-selected family chosen by sponsor gets to participate in the Pig Racing competitions each day. (Great opportunity for a pre-event corporate promotion!)
  - Possible branding a beer/drink pending final agreement with the alcohol vendor.

Note: 50% of the sponsorship fee is required upon contract signature to secure this naming rights opportunity. The balance of 50% and all insurances and permitting are due by September 1, 2022.