

2019

Fremont

OKTOBERFEST

**SPONSORSHIP INFORMATION
& FESTIVAL DEMOGRAPHICS**

SEPTEMBER 20-22, 2019 | SEATTLE, WA



BENEFITS OF EVENT SPONSORSHIP

WHAT MAKES EVENT SPONSORSHIP UNIQUE?

- REACH** an active and social audience
- SHOWCASE** products to increase purchasing
- INCREASE** and solidify your “cool” factor
- BOLSTER** your brand by partnering with an exemplary property
- SUPPORT** your consumer’s community
- DIRECTLY** connect with an engaged audience
- ACTIVATE** marketing initiatives
- HOST** private parties, vip functions, or company activities



SPONSORSHIP OPPORTUNITIES

- NAMING RIGHTS** to the property and venue
- ADVERTISING INCLUSION** for your logo on print ads and radio mentions
- ON-SITE PRESENCE** for promotional displays, sales, and sampling
- MARKETING COLLATERAL** printed with your logo on coaster & program
- SOCIAL MEDIA RECOGNITION** for your brand to engage the audience
- WEBSITE PRESENCE** with links connection back to your brand & website
- PRIVATE CORPORATE PARTIES** could be held in a reserved area for you

FOR MORE INFORMATION CONTACT JILLIAN BRIGGS, JILLIAN@BOLDHATPRODUCTIONS.COM

ABOUT FREMONT OKTOBERFEST

ABOUT THE FESTIVAL

Hailed as one of the Top 10 places to celebrate Oktoberfest in the world, Fremont Oktoberfest is Seattle's largest fall beer festival. Taking place September 20-22, 2019, Fremont Oktoberfest will attract 20,000 guests to an outdoor non-traditional Oktoberfest in the heart of Seattle's unique Fremont neighborhood. Fremont Oktoberfest is a fundraiser for the local Chamber of Commerce and features three days of beer tasting, stein hoisting, live music, food trucks and Dogtoberfest.



TASTING GARDEN

Fremont Oktoberfest's Tasting Garden is two large city blocks making it the biggest beer garden in the Northwest that hosts over 50 top breweries. The beers come in all sizes from mini-mug tasting size for guests to sample from over 100 seasonal beers, to one liter steins and boots featured in our Buxom Beer Garden.



LIVE MUSIC

Fremont Oktoberfest has the ultimate DJ line up! We bring the latest hits and throw it back oldschool - a little something for everyone. The DJ Tower is the heartbeat of the event, located right in the middle of the event, ready to host the largest dance party of the Fall!



FESTIVAL ACTIVITIES

Fremont Oktoberfest provides an eccentric twist on German tradition, with unique experiences Stein Hoisting, Texas Chainsaw Pumpkin Carving, Cover Dog Model Search, special beer tastings & keg tappings, a full DJ Tower line up and more!

FREMONT OKTOBERFEST SNAPSHOTS



OKTOBERFEST MARKETING STATISTICS

ATTENDANCE

20,000	61%	39%	72%	
VISITORS	MALE	FEMALE	LOCAL	

AGE

21-35	36-50	51+
76%	18%	6%

WEBSITE

68,017+	310,000	
VISITORS	PAGE VIEWS	

EMAIL

19,375+	25%	9%	11	
OPT-IN SUBSCRIBERS	AVG OPEN RATE	AVG CTR	EBLASTS SENT	

SOCIAL

8,600+	128,047	3,100+	2,600+
FACEBOOK FANS	FACEBOOK REACH	TWITTER FOLLOWERS	INSTAGRAM FOLLOWERS

COLLATERAL

500	10,000	1,000	20,000
POSTERS PRINTED	PROGRAMS PRINTED	POSTCARDS PRINTED	COMMEMORATIVE GLASSES

ADVERTISING

SUGGESTED VENUE SPONSORSHIPS

PRESENTING SPONSOR

Average Cost: \$50,000

Fremont Oktoberfest attracts a broad demographic of guests with 100 + microbrews, a full-size beer garden, a fully programed DJ Tower and much more. Align your brand with Fremont Oktoberfest and present the largest Oktoberfest in Seattle.

DJ TOWER SPONSOR

Average Cost: \$20,000

Located within the Tasting Garden, the DJ Tower is the hub of the festival. With its constant vibe, guests are drawn to the tower creating thousands of impressions throughout the three-day festival.

GLASSWARE SPONSOR

Average Cost: \$15,000

Fremont Oktoberfest commemorates the festival experience for each guest with a commemorative mini-mug for the tasting of over 100 microbrews.

BUXOM BEER GARDEN SPONSOR

Average Cost: \$10,000

The Buxom Beer Garden is fully stacked, offering 1 liter steins and Das Boots of beer and fun Oktoberfest-centric contests. This beer garden within the Tasting Garden is an amazing venue to highlight your brand

LOUNGE SPONSOR

Average Cost: \$4,500

Sponsors receive full naming rights with on-site signage and an opportunity to create brand awareness through their lounge space



DOG DAY SPONSOR

Average Cost: \$5,000

Sunday goes to the dogs at Fremont Oktoberfest, with a dog modeling contest to become the next Cover Dog with CityDog Magazine, pet friendly exhibitors, and hundreds of four-legged friends that arrive in fashion for Dogtoberfest.

VOLUNTEER SPONSOR

Average Cost: \$4,500

Fremont Oktoberfest relies on dedicated volunteers to carry out the festival. The Volunteer Sponsor is positioned on all recruitment efforts and your brand is positioned exclusively on the volunteer T-Shirt.



CONTACT US

For more information and tailored packages, contact:

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