



FREMONT OKTOBERFEST

2024 PARTNERSHIP OPPORTUNITIES

SEPTEMBER 20-22, 2024
SEATTLE, WA



Sounds like you're interested in partnering with Fremont Oktoberfest...



Participation in the event will provide you the opportunity to:

- **REACH** an active and social audience.
We attract some pretty cool people!
- **ACTIVATE** marketing initiatives.
Bring your brand to life!
- **SAMPLE** your products. Our guests are always down to try something new!
- **HOST** private parties, VIP functions, or company shindigs! All you need is your RSVP list, leave the rest to us.

EVENT OVERVIEW

ABOUT THE FESTIVAL

Hailed as one of the Top 10 places to celebrate Oktoberfest in the world, Fremont Oktoberfest is Washington's Largest Beer Festival.

Each year, Oktoberfest attracts 25,000 guests to an out-door, non-traditional Oktoberfest in the heart of Seattle's Unique Fremont Neighborhood. Join in on three days of 100+ beers, stein-hoisting, chainsaw pumpkin carving, DJ dance parties, Dogtoberfest, and so much more.



OUR BEER LINEUP provides guests with the opportunity to sample 100+ beers in 5oz tasting mugs + have the traditional Oktoberfest experience with full steins of German bier.



OUR DJ TOWER gets the party started. Guests are treated to a full-lineup of Seattle DJs who provide the perfect kickstart to a dance party in the Streets of Fremont.



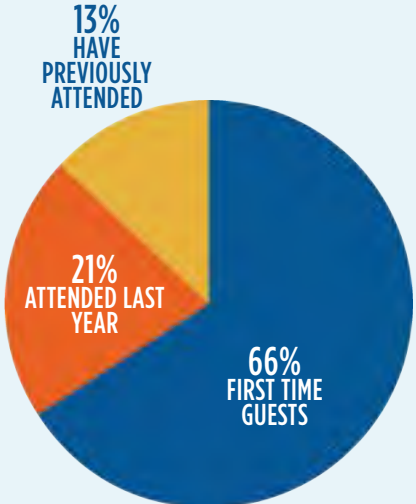
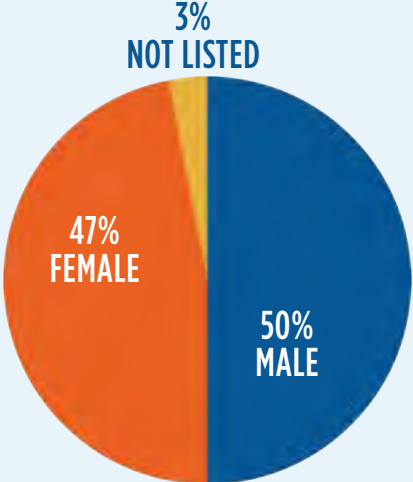
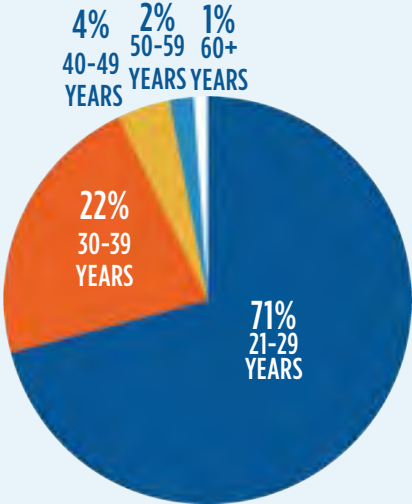
OUR NON-TRADITIONAL GAMES add the Fremont flair to Oktoberfest. Guests can pair their tastings with Stein Hoisting, chainsaw pumpkin carving, cornhole, and so much more.



OUR DOGTOBERFEST transforms Sunday at Oktoberfest into doggy paradise, including lots of dog-friendly treats and a Cover Dog Modeling Contest.

WHO ATTENDS?

25,000 GUESTS



EVENT MARKETING STATS (2022)

WEBSITE



Visitors	85,000+
Page Views	225,000+
New Visitors	80%

SOCIAL



Facebook	9,000+ fans
Twitter	2,900+ followers
Instagram	3,600+ followers
Impressions	203,000+

EMAIL



# of emails sent	11
Subscribers	26,000+
Average Open Rate	16%
Average CTR	7%

ADVERTISING PARTNERS



The Seattle Times
The Stranger
Google Ad Network

COLLATERAL



Posters	250 printed and distributed
Digital Programs	10,000 downloads
Glassware	16,000 screened

SPONSORSHIP OPPORTUNITIES

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PRESENTING SPONSOR

AVERAGE COST: \$45,000

Be the exclusive overall event sponsor with the highest level of exposure.

DJ TOWER SPONSOR

AVERAGE COST: \$25,000

Be the exclusive sponsor of the DJ Tower - which brings the party to life with a full lineup of Seattle DJs.

GLASSWARE SPONSOR

AVERAGE COST: \$25,000

Each guest receives a commemorative glass for their sample tasting. This glass features your logo opposite the event logo and leaves a lasting impression on 20,000 guests year round.

DOGTOBERFEST SPONSOR

AVERAGE COST: \$5,000

Be the exclusive sponsor of Dogtoberfest. Sunday is for the dogs at Oktoberfest. Guests can bring their pups to the festivities as they sample 100+ beers and even may enter them into the Cover Dog Modeling Contest.

VOLUNTEER SPONSOR

AVERAGE COST: \$4,500

Fremont Oktoberfest relies on devoted volunteers to execute the event. Align your brand with their commitment.

OFFICIAL EXHIBIT SPONSOR

AVERAGE COST: \$2,595

On-site space to interact directly with all festival guests + some marketing benefits

EXHIBIT SPONSOR

AVERAGE COST: \$1,595

On-site space to interact directly with all festival guests.

★ CUSTOM SPONSORSHIPS

Have an idea that you don't see here?

We welcome new and creative ways to showcase your business in a way that makes the most sense for your budget and marketing goals. Let's talk.

WHO TO CONTACT

Phil Megenhardt, President & Creative Director

phil@boldhatproductions.com

SPONSORSHIP OPPORTUNITIES

	PRESENTING SPONSOR	DJ TOWER SPONSOR	DOGTOBERFEST SPONSOR	GLASSWARE SPONSOR	VOLUNTEER SPONSOR	COMMERCIAL EXHIBITOR
Exclusivity	✓	✓		✓		
Logo On Website	✓	✓	✓	✓	✓	
Logo On Print Marketing	✓	✓	✓	✓		
Logo On Digital Marketing	✓	✓	✓		✓	
Logo On Printed Event Materials	✓	✓	✓	✓	✓	
Social Media	✓	✓	✓	✓	✓	
Email Marketing	✓	✓	✓	✓	✓	
Logo On Event Banner	✓	✓	✓		✓	
Logo On Custom Event Gobo	✓	✓				
Logo on Glassware	✓			✓		
Logo On Volunteer Tee	✓				✓	
On-Site Activation	✓	✓	✓	✓	✓	✓
Event Tickets	✓	✓	✓	✓	✓	
Roaming Rights	✓					

Sponsorships may include, but are not limited to the above

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