

DOWNTOWN CHANDLER

Oktoberfest

2024

PRESENTED BY



SanTan
BREWING COMPANY

FRI. 9/27 - SAT. 9/28

SPONSORSHIP AND VENDOR OPPORTUNITIES

OVERVIEW

- FRIDAY AND SATURDAY, SEP. 27TH AND SEP. 28TH
- 3PM-10PM (FRI.) 1PM-10PM (SAT.)
- LOCATED IN HISTORIC DOWNTOWN CHANDLER (DR. A.J. CHANDLER PARK EAST)
- 4000+ ANTICIPATED ATTENDANCE OVER THE TWO DAYS
- FESTIVAL INCLUDES LIVE MUSIC, CRAFT BEER, GERMAN FARE, CANNED COCKTAILS, AND GAMES
- NON-PROFIT: A PORTION OF THE PROCEEDS WILL BENEFIT THE DOWNTOWN CHANDLER COMMUNITY PARTNERSHIP (DCCP)
- ADMISSION PRICES RANGE FROM \$17-\$20 FOR SINGLE DAY PRE-SALE
- MULTIPLE SPONSORSHIP LEVELS AVAILABLE



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NON-PROFIT PARTNERSHIP

THE DOWNTOWN CHANDLER COMMUNITY PARTNERSHIP IS A LOCAL NON-PROFIT SUPPORTING THE DOWNTOWN BUSINESSES AND THE DOWNTOWN EXPERIENCE. THIS NON-PROFIT IS DEDICATED TO BOTH SAFETY AND CLEANLINESS AS WELL AS ENGAGING EVENTS AND FUN MARKETING OPPORTUNITIES. WE SERVE MORE THAN 100+ BUSINESSES IN THE DOWNTOWN AREA. OUR FUNDRAISING GOALS INCLUDE ADDING ADDITIONAL LIGHTS, ART, AND IMPROVING EXPLORATION OPPORTUNITIES FOR BOTH LOCALS AND VISITORS.

the **DC**
DOWNTOWN
CHANDLER



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STAGE SPONSOR

(LIMIT 1)

AS THE EXCLUSIVE STAGE SPONSOR, YOU WILL BE THE MAIN STAGE BANNER. YOUR BRAND WILL BE ASSOCIATED WITH EVERY ELEMENT OF THE FESTIVAL.

WHAT YOU GET:

BRAND RECOGNITION:

- PREMIERE LOGO/LINK PLACEMENT ON EVENT WEBSITE
- INCLUDED IN ALL SOCIAL MEDIA MENTIONS (60K REACH)
- 3 DEDICATED SOCIAL MEDIA POSTS FOR YOUR COMPANY
- REPRESENTATION AT ALL MEDIA APPEARANCES IN CONJUNCTION WITH SANTAN BREWING COMPANY AND PEDAL HAUS BREWERY*
- PROMINENT LOGO ON ALL SIGNAGE
- PERIMETER FENCING SIGNAGE
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

HOST CUSTOMERS AND FRIENDS:

- 20 TICKETS PER DAY
- \$200 IN SANTAN BREWING COMPANY GIFT CERTIFICATES
- 10 X 20 OR 10 X 10 EVENT BOOTH (NOT REQUIRED)

*NOT GUARANTEED BUT BASE ON OUR 10/1/2022 OKTOBERFEST WE HAD 6 ON AIR TV SEGMENTS

COST \$5,000

VALUE \$20,000



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LEVEL 1 SPONSOR

(LIMIT 4)

AS A LEVEL 1 SPONSOR, YOUR BRAND WILL BE HIGHLY RECOGNIZED ON ALL PRINT AND DIGITAL ASSETS IN ASSOCIATION WITH
DOWNTOWN CHANDLER OKTOBERFEST.

WHAT YOU GET:

BRAND RECOGNITION:

- PROMINENT LOGO/LINK PLACEMENT ON EVENT WEBSITE
- INCLUSION IN SOCIAL MEDIA POSTS
- PROMINENT LOGO ON OFFICIAL POSTER AND BANNER
- PERIMETER FENCING SIGNAGE
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

HOST CUSTOMERS AND FRIENDS:

- 15 TICKETS PER DAY
- \$100 IN SANTAN BREWING COMPANY GIFT CERTIFICATES
- 10 X 10 EVENT BOOTH IF DESIRED (NOT REQUIRED)

COST \$3,000

VALUE \$9,600



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LEVEL 2 SPONSOR

(LIMIT 6)

AS A LEVEL 2 SPONSOR, YOUR BRAND WILL BE HIGHLY RECOGNIZED ON ALL PRINT AND DIGITAL ASSETS IN ASSOCIATION WITH
DOWNTOWN CHANDLER OKTOBERFEST.

WHAT YOU GET:

BRAND RECOGNITION:

- LOGO/LINK PLACEMENT ON EVENT WEBSITE
- INCLUSION IN SOME SOCIAL MEDIA POSTS
- PROMINENT LOGO ON OFFICIAL POSTER AND BANNER
- PERIMETER FENCING SIGNAGE

HOST CUSTOMERS AND FRIENDS:

- 10 TICKETS PER DAY

COST \$1,500

VALUE \$3,400



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SOCIAL & WEB

SANTAN BREWING CO.

IG FOLLOWERS = 23,000
WEBSITE VIEWS = 74K VISITS Q1 2023

DCCP

IG FOLLOWERS = 19,800
WEBSITE VIEWS = 73K PER MONTH



SAMPLE POST



<https://santanbrewing.com/vendor-sponsor-signup/>

MEDIA DATA*

* DATA FROM OUR 2023 OKTOBERFEST

- TWO DAY EVENT
- 4000 IN ATTENDANCE
- 28 PRINT & ONLINE ARTICLES
- 6 ON-AIR LOCAL TV SEGMENTS
- 16 LOCAL EVENTS CALENDAR LISTINGS



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OKTOBERFEST FOOD VENDOR PARTICIPATION

- LIMITED SPACES FOR VENDORS (4)
- APPROXIMATELY 10' X 20' WITH SOME FLEXIBILITY
- FLAT FEE, NO REVENUE SHARING
- POWER AVAILABLE (BRING YOUR OWN CORDS)
- WATER SUPPLY NEAR FOOD COURT



COST \$1000 FOR BOTH DAYS

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