

FRI. 9/27 - SAT. 9/28 SPONSORSHIP AND VENDOR OPPORTUNITIES

- 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 ATTENDACE 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



NON-PROFIT PARTIESOR

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 FUNDRASING GOALS INCLUDE ADDING ADDITIONAL LIGHTS, ART, AND IMPROVING EXPLORATION OPPORTUNITIES FOR BOTH LOCALS AND VISITORS.





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 CET:

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 CONJUCTION WITH SANTAN BREWING COMPANY AND PEDAL HAUS BREWERY*
- PROMINENT LOGO ON ALL SIGNAGE
- PERIMETER FENCING SIGNAGE
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

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

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)

COST \$5,000

VALUE \$20,000



LEVEL I 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 CET:

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



HIME 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 CET:

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



SUHILL & WEB

SANTAN BREWING CO.

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

DCCP

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



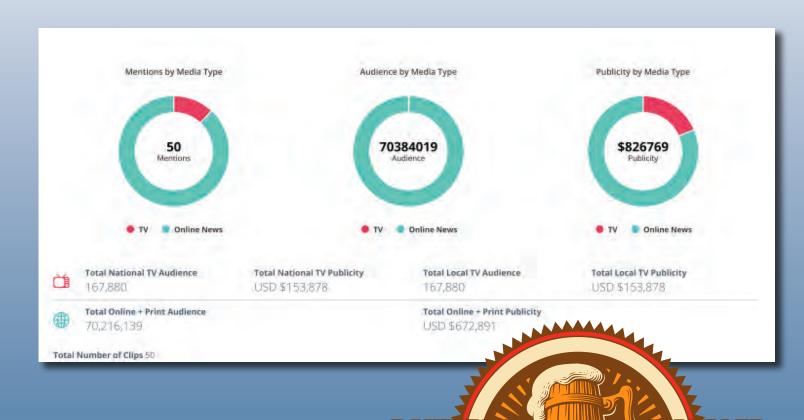
SAMPLE POST



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



OKTOBEREEST 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

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

OKTOBEREEST SNACK + NON-FOOD VENDOR PARTICIPATION

- 10 SPACES FOR VENDORS
- APPROXIMATELY 10' X 10'
- FLAT FEE, NO REVENUE SHARING
- ICE



COST \$500 FOR BOTH DAYS

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