



FRI. 10/2 - SAT. 10/3

SPONSORSHIP AND VENDOR OPPORTUNITIES

# OVERVIEW

- FRIDAY AND SATURDAY, OCT. 2<sup>ND</sup> AND OCT. 3<sup>RD</sup>
- 3PM-10PM (FRI.) 1PM-10PM (SAT.)
- LOCATED IN HISTORIC DOWNTOWN CHANDLER (DR. A.J. CHANDLER PARK WEST)
- 3000+ ANTICIPATED ATTENDANCE OVER THE TWO DAYS
- FESTIVAL INCLUDES LIVE MUSIC, LOCAL BEER, GERMAN FARE, CRAFT SPIRITS AND GAMES
- NON-PROFIT: A PORTION OF THE PROCEEDS WILL BENEFIT THE DOWNTOWN CHANDLER COMMUNITY PARTNERSHIP (DCCP)
- ADMISSION PRICE IS \$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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# PRESENTING SPONSOR (LIMIT 1)

AS THE EXCLUSIVE TOP TIER SPONSOR, YOU WILL BE OUR “PRESENTING” EVENT PARTNER. YOUR BRAND WILL BE ASSOCIATED WITH EVERY ELEMENT OF THE FESTIVAL. **DOWNTOWN CHANDLER ROCKTOBERFEST PRESENTED BY “YOUR BRAND”.**

## WHAT YOU GET:

### BRAND RECOGNITION:

- PREMIERE LOGO/LINK PLACEMENT ON EVENT PAGES
- 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\*
- PREMIERE LOGO ON ALL SIGNAGE
- PREMIERE PERIMETER FENCING SIGNAGE
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

### HOST CUSTOMERS AND FRIENDS:

- 25 TICKETS PER DAY
- 10 X 20 OR 10 X 10 EVENT BOOTH (NOT REQUIRED)

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

**COST \$6,000**

**VALUE \$28,000**



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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 PAGES
- 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
- PROMINENT LOGO ON ALL SIGNAGE
- PREMIUM SIGNAGE IN STAGE AREA
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

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

### HOST CUSTOMERS AND FRIENDS:

- 20 TICKETS PER DAY
- 10 X 20 OR 10 X 10 EVENT BOOTH (NOT REQUIRED)

**COST \$4,000**

**VALUE \$20,000**



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# GERMAN\OKTOBERFEST BEER SPONSOR

AS A GERMAN BEER SPONSOR YOUR BRAND WILL BE ASSOCIATED WITH EVERY ELEMENT OF THE FESTIVAL

## WHAT YOU GET:

### BRAND RECOGNITION:

- 2 BEER PLACEMENTS ON BAR MENU
- BEER IS PURCHASED AT FULL PRICE
- PREMIERE LOGO/LINK PLACEMENT ON EVENT WEBSITE
- INCLUDED IN ALL SOCIAL MEDIA MENTIONS (60K REACH)
- 2 DEDICATED SOCIAL MEDIA POSTS FOR YOUR COMPANY
- REPRESENTATION AT ALL MEDIA APPEARANCES IN CONJUNCTION WITH SANTAN BREWING COMPANY
- PREMIERE LOGO ON ALL SIGNAGE
- PREMIERE PERIMETER FENCING SIGNAGE
- MC ANNOUNCEMENTS THROUGHOUT BOTH DAYS

### HOST CUSTOMERS AND FRIENDS:

- 25 TICKETS PER DAY
- 10 X 10 EVENT BOOTH IF DESIRED (NOT REQUIRED)

**COST \$3,000**

**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 ROCKTOBERFEST.**

## WHAT YOU GET:

### BRAND RECOGNITION:

- PROMINENT LOGO/LINK PLACEMENT ON EVENT PAGES
- 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
- 10 X 10 EVENT BOOTH IF DESIRED (NOT REQUIRED)

**COST \$2,500**

**VALUE \$9,000**



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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 ROCKTOBERFEST.**

## 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 = 24,000  
FB FOLLOWERS = 35,000  
WEBSITE VIEWS = 76K VISITS Q4 2024

## DCCP

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



SAMPLE POST



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# GERMAN FOOD VENDOR

- LIMITED SPACES FOR VENDORS (3)
- APPROXIMATELY 10' X 20' WITH SOME FLEXIBILITY
- 15% REVENUE SHARING
- ICE
- WATER SUPPLY NEAR FOOD COURT

**2026 ROCKTOBER FEST VENDOR MAP**

**VENDORS + SPONSORS**

1	11
2	12
3	13
4	14
5	15
6	16
7	17
8	
9	
10	

**KEY**

- 30 QTY. RESTROOMS
- ID CHECK / WRISTBANDS FOR 21 & OVER
- 10 x 10 BOOTH
- WHITE PICKET FENCING
- FENCING
- ENTRANCE
- FIRE EXIT
- SECURITY
- POWER STATION
- WATER TREE

**15% REVENUE SHARE**

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# ROCKTOBERFEST SNACK + NON-FOOD VENDOR PARTICIPATION

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

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VENDORS + SPONSORS	
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- WATER TREE

**COST \$500 FOR BOTH DAYS**



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