



## 2023 Seymour Oktoberfest Sponsor Guide

Seymour Oktoberfest Inc. has a long and rich history in Jackson County. Our beginnings trace back to 1972, when a civic group called the Seymour Jaycees created the idea to hold a street festival in downtown Seymour, Indiana. Given the German heritage shared by many families in Jackson County, the festival was given an Oktoberfest theme. With the help of the then Mayor, Chris Moritz, and local organizations, the Seymour Oktoberfest was born in 1973. This year marks the **50th** Annual Seymour Oktoberfest.

Our organization's mission is to celebrate our German heritage and promote community cooperation and progress. Through our annual festival, we have had a huge positive impact on our community. In 2022, our festival generated an economic footprint of over \$1 million in just three days. Of that total, local nonprofits generated over \$400,000 in gross sales. Many local nonprofits participate in the festival to help raise funds for their charitable causes. Furthermore, Seymour Oktoberfest Inc. makes donations and grants to local nonprofits and community projects that promote our organization's mission.

Every year, our organization relies on the cooperation and support of individuals, organizations, and businesses in our community to help make our festival successful. With annual operating costs of over \$90,000, our organization faces several business risks related to weather, infrastructure, and logistics that can negatively impact the financial results of our festival. Being a sponsor of our festival helps reduce these risks and supports the continuation of our festival and community projects.

Seymour Oktoberfest Inc. offers many attractive sponsorship packages that provide diverse levels of support and benefits. These sponsorship packages provide you with an opportunity to showcase your business's support to the community at an event that attracts several thousands of people every year. We hope that you will choose to be a part of this very special tradition!

# Lead Partner Packages

## **German Stage Sponsor - \$2,000**

- Signage on or around the west stage
- Recognition on our website, social media platforms and event posts
- Recognition on radio ads and interviews
- Company logo on schedule of events
- Five complimentary Seymour Oktoberfest t-shirts
- A reserved spot in the Seymour Oktoberfest parade

## **South Stage Sponsor - \$2,000**

- Signage on or around the south stage
- Recognition on our website, social media platforms and event posts
- Recognition on radio ads and interviews
- Company logo on schedule of events
- Five complimentary Seymour Oktoberfest t-shirts
- A reserved spot in the Seymour Oktoberfest parade

## **North Stage Sponsor - \$1,000 - COMPLETED**

- Signage on or around the north stage
- Recognition on our website, social media platforms and event posts
- Recognition on radio ads and interviews
- Company logo on schedule of events
- Five complimentary Seymour Oktoberfest t-shirts
- A reserved spot in the Seymour Oktoberfest parade

## **Parade Sponsor - \$1,500**

- Signage in the parade
- Recognition on our website, social media platforms and event posts
- Recognition on radio ads and interviews
- Company logo on schedule of events
- Five complimentary Seymour Oktoberfest t-shirts
- A reserved spot in the Seymour Oktoberfest parade

## **Festival Sponsor - \$1,000 (2 spots available) Sponsor-1 Sponsor-2**

- Recognition on our website & social media platforms and event posts
- Recognition on radio ads and interviews
- Company logo on schedule of events
- Five complimentary Seymour Oktoberfest t-shirts
- A reserved spot in the Seymour Oktoberfest parade

# Event Sponsor Packages

**Baking Contest - \$500 (COMPLETED)**

- Option to place signage during the event
- Recognition on our website, social media platforms and event posts
- Company logo on schedule of contest

**Brat Eating Contest - \$500 (3 spots available) Sponsor-1 Sponsor-2 Sponsor-3**

- Option to place signage during the event
- Recognition on our website, social media platforms and event posts
- Company logo on schedule of events

**Talent Contest - \$250 (3 spots available) Sponsor-1 Sponsor-2 Sponsor-3**

- Option to place signage during the event
- Recognition on our website, social media platforms and event posts
- Company logo on schedule of events

**Hot Air Balloon Activities - \$1000**

- Recognition at event
- Recognition on our website
- Company logo on schedule of events

**5k Walk/Run - \$500 large sponsor (1 spot available) & \$250 Normal Sponsor (12 spots)**

- Recognition at 5K event
- Recognition on our website
- Company logo on 500+ T-shirts

**Live Entertainment - \$250 (5 spots available)**

**Sponsor-1 Sponsor-2 Sponsor-3 Sponsor-4 Sponsor-5**

- Recognition on our website
- Recognition on social media platforms and event posts
- Company logo on schedule of events

If you have questions or would like to sponsor, please let us know!

[Info@SeymourOktoberfest.com](mailto:Info@SeymourOktoberfest.com)

Thank You in advance!

Marketing Committee