



**Saturday, October 1<sup>st</sup>, 2011 3pm-10pm  
Stramler Park**

*“A Traditional Oktoberfest with a Local Twist”*

Entering its 3<sup>rd</sup> year, the Bakersfield Oktoberfest has quickly become one of the most talked about social events in the greater Bakersfield area. We have made it our goal to bring a traditional Munich German Oktoberfest and for the praises we have received the event delivered just that. This event is a fun filled day where couples, friends, co-workers, and strangers alike can mingle and soak-in the German culture by tasting the traditional food, listening to the music and by drinking the unique selection of beers strait from Munich.

**Here is what you will see at the 2011 Bakersfield Oktoberfest:**

- **Delicious traditional German entrées**
- **Oktoberfest beers local Brewers and others from Germany**
- **Live Polka band and our own Biermeister on the main stage**
- **Stein Carrying Contest, Stein Holding Contest**
- **Traditional German games and dances**
- **Souvenir cups, T-Shirts, and Merchandise**
- **A memorable day with new and old friends!**

Attached you will find the sponsor agreement for the 2011 Bakersfield Oktoberfest. If you have any questions please call Chairman Kevin Harrer (661) 706-2997. You may also email us at [info@BakersfieldOktoberfest.com](mailto:info@BakersfieldOktoberfest.com).

On behalf of the Bakersfield Oktoberfest Board we would like to thank you for your support!

Sincerely,

*Board of Directors*

2011 Bakersfield Oktoberfest



**Oct. 1<sup>st</sup>, 2011 Oktoberfest Sponsorship Opportunities**  
Majority of the proceeds benefit MARE Riding Center.

**Presenting Sponsor – \$5,000**

- Please contact Kevin Harrer

**Stage Sponsor – \$2,500**

- Stage will be referred to as “your company’s name” Stage
- Announcements will be made that the stage is sponsored by “xyz”
- Banners, provided by sponsor, will be placed on stage
- Company logo prominently displayed on promotional posters
- Inclusion in promotional print, radio & television advertisement
- Recognition in all press releases
- Recognition in the official program
- 9 months website exposure
- One reserved table in tent area
- (12) VIP Party Packs

**Tent Sponsor –\$2,500**

- 40’ x 80’ Oktoberfest main tent will be referred to as “your company’s name”
- Company logo prominently displayed on promotional posters
- Inclusion in promotional radio, print & television advertisement
- Recognition in all press releases
- Recognition in the official Program
- 9 months website exposure
- Two reserved tables in tent area
- (12) VIP Party Packs

**Ticket Outlet – \$750**

- Your retail/restaurant will be an official pre-sale ticket out
- Mentions on all radio, television, and printed advertisement
- Company logo prominently displayed on promotional posters
- Recognition in all press releases
- Recognition in the official program
- 9 months website exposure
- One reserved table in tent area
- (8) VIP Party Packs

**VIP Table Sponsor – \$450**

- One reserved table in tent area
- (8) VIP Party Packs - *\$320.00 value*

**Booth Sponsor- \$350**

- 10x10 booth Space to market in the event (table, pop-up, etc. not included).
- 6 General admission tickets
- 1 banner at event (supplied by sponsor)
- (Food vendors need authorization by event chairman)



**Oct. 1<sup>st</sup>, 2011 Oktoberfest Sponsorship Contract**  
Majority of the proceeds benefit MARE Riding Center.

**Sponsor Information**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Sponsor Level**

Presenting,  Stage,  Tent,  Ticket,  VIP Table,  Booth

**Payment**

All payments are to be made in full prior to September 28<sup>th</sup>. Please make checks payable to **Bakersfield Oktoberfest**. They may be mailed to PO Box 2406, Bakersfield CA, 93303.

**Authorization**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Thank You For Your Support!*