



2019 Oktoberfest Sponsorship Form

October 4, from 6p to 10p, and October 5, 11a to 10p

Chances are, you've heard of the Uptown Jackson Oktoberfest by now. Going on our 7th year, this exciting, all day event is presented in the style of a German Oktoberfest, and we anticipate our 2019 attendance to exceed 20,000. We feature live music at two locations, authentic food, craft and seasonal beers, fun activities, craft vendors and more to give one the sense of adventure that a trip to Munich would provide! The event is geared towards the whole family, and you can read more information on the specifics of the event at www.facebook.com/UptownJacksonOktoberfest and at www.uptownjackson.org.

We are securing sponsors for this year's event and want to give you the opportunity to join our team! We have created tiers for sponsorship, with each tier receiving particular sponsor benefits. All of the packages are detailed below. If interested, **YOU MUST RESPOND BY AUGUST 27!** This deadline ensures that your name/logo will be featured on ALL promotional material detailed below. We would love to have your business as one of our sponsors for this year's event!

We have included a sponsorship form on the last page of this document. If you have any questions, don't hesitate to call Janey Foust at 573-275-0944 or email janeyfoust@gmail.com. You can also contact us through our website, www.uptownjackson.org.

	SPONSOR LEVEL	PARTNER BONUS	SOCIAL MEDIA	VERBAL MENTION	POSTERS	BANNERS	FLYERS	RADIO**
\$2000	PLATINUM	INCLUDED	YES	5	LG. LOGO	LG. MAIN	YES	EXCLUSIVE
\$1000	GOLD	INCLUDED	YES	3	SM. LOGO	LOCATION	YES	NO
\$500	SILVER	AVAILABLE	YES	2	TEXT	SM. MAIN	NO	NO
\$250	BRONZE	AVAILABLE	YES	1	NO	TEXT MAIN	NO	NO

More details on each item in the sponsorship packages can be found on the following page.

Sponsorship Item Details

Partner Bonus: Is your business an Uptown Jackson Revitalization Organization Partner? If not, add \$100 to your sponsorship, and take advantage of not only the bonus items included in your sponsorship of Oktoberfest, but also an entire year of partnership in the organization. Your Partner Bonus includes additional mentions at the event and on social media, and for Bronze and Silver level sponsors, your poster logos will be upsized to the next level! Platinum and Gold level sponsors will receive a UJRO annual partnership, and opportunity for featured sponsorship at the event.

Social Media: This includes periodic mention on our Facebook account. With over 3,500 active fans, our Facebook account will be a critical center for information on everything related to Oktoberfest. In addition to the Facebook, we will be including a sponsor page on our Uptown Jackson website. All sponsors will be listed on the website.

Verbal Mention: We will be making announcements throughout the event all day, and we will be promoting our sponsors as part of these announcements. The numbers shown are the number of announcements made about your business on that day. We will strategically distribute these announcements and arrange them to give everyone the best exposure possible.

Posters: Prior to the event, all of our sponsors will be given posters to hang at their place of business, in addition to various locations throughout Southeast Missouri. These posters will feature your business name in text as a Silver sponsor, and as a logo for Gold and Platinum sponsors.

Banners: We will have one primary sponsor banner (referred to as “**MAIN**” in the chart) that will be on the Courthouse lawn, and this will feature the Silver level sponsors with a small logo (if available). This banner will have our Platinum sponsors in prime placement with large logos. We will also have specific banners placed around the event (referred to as “**LOCATION**”), welcoming people through the gates, advertising the stage, and etc. Logos on these will be exclusive to Gold level sponsors.

Flyers: Electronic media is great, but we want to reach as many people as we can! Flyers will be distributed advertising the event, and Platinum and Gold sponsors will have exclusivity on these flyers. The flyers will be distributed through sponsoring businesses and other area locales.

****Radio Mention:** Platinum sponsors will receive mentions during radio promotions, if and when radio spots are procured.

Terms: “LG LOGO”, “SM LOGO” and “TEXT” refer to the size of the sponsorship mention.

Sponsorship Form

Individual or Business Name: _____

Contact Name: _____

Contact Phone #: _____ Secondary Phone: _____

Email Address: _____

Mailing Address: _____

City, State, Zip: _____

Sponsorship package chosen (circle one) PLATINUM GOLD SILVER BRONZE

If part or all of your sponsorship will be in-kind, please describe the services/donations you are making:

Sponsor Signature _____ Date _____

In order to capitalize on all benefits offered to each sponsor level, please fill out and return this form with any accompanying checks and/or logos by **AUGUST 27, 2019**. Make checks payable to “Uptown Jackson Revitalization Organization” and mailed to Uptown Jackson, C/O Oktoberfest Sponsorship, 125 E. Main St, Jackson, MO 63755.

*Please email your hi-res logo as you would like it presented on all printed advertising materials to Darren Burgfeld at darren@element74.com.

THANK YOU FOR YOUR COMMITMENT IN SUPPORTING OUR COMMUNITY! PROST!