



Walnut Creek Oktoberfest

Saturday, October 15, 2022

12 PM-7 PM

Civic Park East, Walnut Creek



Walnut Creek Oktoberfest returns to beautiful Civic Park in downtown Walnut Creek on **Saturday, October 15, 2022**. This popular community event offers fun for the entire family. Oktoberfest draws close to 5,500+ attendees from all over the East Bay and San Francisco, to enjoy a robust Biergarten, international music and top local bands, gourmet food, dozens of arts and crafts booths, Kinder Platz Kids Zone, and special attractions. We invite you to join the many businesses that have benefited from sponsoring the Walnut Creek Oktoberfest.



Fifth Annual
Walnut Creek Oktoberfest
At a Glance

Event: Walnut Creek Oktoberfest

Date: Saturday, October 15th, 2022

Event Hours: 12:00 PM - 7:00 PM

Location: Civic Park – Downtown Walnut Creek

Presented by: Walnut Creek Downtown Association

Producer: Produced by Bay Area Festivals in Walnut Creek

Attendance: Between 5,500+ attendees from all over the SF Bay Area

Advertising and Marketing Plan: Trade and purchase of television, Geo-fencing, digital and print advertising, social media platforms

Attendee/Participant Profile: Family oriented, educated, broad-based in age (adults 25-64)

Larger Footprint: Amazing growth has expanded the footprint of the festival. WC Oktoberfest moved from the downtown to Civic Park to accommodate the increase in attendees.

\$10,000 - Title Sponsor - Limit One (1)

- 'Presented By' Naming Rights in the event title
- Opportunity to address the crowd at "Tapping of the Keg" Ceremony
- Company Logo on digital tickets
- Company logo on event signage
- 10x10 Vendor Space at the event with pop up tent and table
- Company logo and link to website from the Oktoberfest page
- Inclusion in all digital and print advertising from sponsorship date
- 10 complimentary VIP tickets for day of event and inclusion in other Oktoberfest lead up events
- **Add Beer Glass sponsorship exclusive with logo on glass for an additional \$4,000**

\$7,500 - Contributing Sponsor - Limit One (1)

- Company logo on some event signage
- 10x10 Vendor Space at the event with pop up tent and table
- Company logo and link to website from the Oktoberfest page
- Inclusion in some digital and print advertising from sponsorship date
- 10 complimentary VIP tickets for day of event and inclusion in other Oktoberfest lead up events
- 20 glasses and 20 beer tickets for day of event

2022 COMPONENT SPONSORSHIP OPPORTUNITIES

All Component Oktoberfest Sponsorships Include:

Company name, logo, and link on the Walnut Creek Downtown Association & Oktoberfest websites

\$5,000 - Beer Glass Sponsorship - One (1) Available

- Company logo printed on front of beer glasses with Oktoberfest logo on back
- 10 x 10 Vendor Space at the event (does not include pop-up tent or table)
- Inclusion in some digital and print advertising as beer glass sponsor from sponsorship date
- 20 glasses and 20 beer tickets for day of event

\$4,000 - Entertainment Stage Sponsorship - Two (2) Available

- WCD will provide banner branded with your company logo as the stage sponsor
- Company Logo and link to website from the Oktoberfest page
- Inclusion in some digital and print advertising from sponsorship date
- 10 complimentary glasses and 10 beverage tickets

2022 COMPONENT SPONSORSHIP OPPORTUNITIES

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\$ 2,000 - Biergarten Sponsorship - Eight (8) Available

- Option to place your banner and signage inside the Biergarten Area
- 10 x 10 Vendor Space at the event (does not include pop up tent or table)
- Company logo and link to website from the Oktoberfest page
- 5 complimentary glasses and 5 beverage tickets

\$1,850 - Kinder Platz / Kids Zone Sponsorship - Two (2) Available

- Option to place your banner and signage inside the Kinder Platz/Kids Zone Area
- Company logo and link to website from the Oktoberfest page
- 4 complimentary glasses & 4 beverage tickets

For more information please contact:
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