



August 23<sup>rd</sup> - 24<sup>th</sup>, 2014

## *Augustoberfest Weekend*

Again this year we'll celebrate with Augustoberfest! We would first like to thank you for your consideration of supporting this important event that pays tribute to our area's rich German heritage and supports scholarships for exchange students to Hagerstown's Sister City - Wesel, Germany. Your donation will help to defray the significant costs of this exciting event run by the nonprofit organization, the Augustoberfest Charitable Foundation. This event could not occur without the generous donations of its sponsors.

For the 19<sup>th</sup> year of Augustoberfest, we will have a two-day festival that boasts festivities found at traditional Oktoberfest celebrations in Bavaria. The event will be on Saturday, August 23, 2014 from 11 a.m. to 10 p.m. and Sunday, August 24, 2014 from 11 a.m. to 5 p.m. The attendance of this event has doubled in size over the last two years and is becoming one of the most anticipated festivals in the region.

Augustoberfest will be working with HEAL of Washington County to sponsor a non-competitive fit walk open to all on August 23, 2014 beginning at 8 a.m. This event combines fun, fitness and fellowship. This is a 10Km walk with a shorter 5Km trail for those who desire a shorter distance. Participants will walk on streets and roadsides of Hagerstown and view beautiful downtown and City Park.

On both Saturday and Sunday, participants will have a chance to enjoy Bavarian food, entertainment and fun. All of our entertainment offers a glimpse into German culture and folklore through authentic music, dance and songs. The popular Alphorn will be back as well. All of these entertainers are crowd pleasers.

***The popular Frühschoppen, or German brunch, will continue this year for sponsors and features all the best of Bavarian food and drink. Sponsorship packages at the \$1,500 level and above can include tickets for delicious food and drink at the Sunday event held between 11:00 a.m. and 2:00 p.m.***

In addition, an expanded children's entertainment area will feature a variety of activities and entertainment for the youngest German enthusiasts. A craft vendor area promises an abundance of holiday and decorative items.

Please take a moment to read the enclosed information regarding our sponsorships and the benefits of being a sponsor. Contact Karen Giffin, Hagerstown's Director of Community Affairs, at 301-739-8577 ext. 116 with questions, or simply complete the attached Sponsorship Contract and mail it with your firm's check.

Again, thank you for your consideration and for being part of this wonderful tradition.

Very truly yours,

The Augustoberfest Charitable Foundation

**Augustoberfest Charitable Foundation**



August 23<sup>rd</sup> - 24<sup>th</sup>, 2014

*Partners of Augustoberfest*

## Levels of Giving

### **Sister City Level**

\$5,000

Full Page Program Ad

Company Banner Space

16 Saturday tickets and **(16 Sunday tickets OR 10 Frühschoppen tickets)**

Link on Augustoberfest Website

### **King Ludwig Level**

\$3,000

Full Page Program Ad

Company Banner Space

12 Saturday tickets and **(12 Sunday tickets OR 8 Frühschoppen tickets)**

Link on Augustoberfest Website

### **Queen Maria Theresia Level**

\$2,500

Full Page Program Ad

10 Saturday tickets and **(10 Sunday OR 6 Frühschoppen tickets)**

Link on Augustoberfest Website

### **The Bavarian Level**

\$2,000

1/2 Page Program Ad

8 Saturday tickets and **(8 Sunday OR 4 Frühschoppen tickets)**

Link on Augustoberfest Website

### **The Wesel Level**

\$1,500

1/4 Page Program Ad

6 Saturday tickets and **(6 Sunday tickets OR 2 Frühschoppen tickets)**

### **The Hagerstown Level**

\$1,000

1/4 Page Program Ad

4 Saturday tickets and 4 Sunday tickets

### **Friends of Augustoberfest Level**

\$500

1/8 page Program Ad

2 Saturday tickets and 2 Sunday tickets

### **Elizabethtown Level**

\$250

2 Saturday tickets

Mention in Program

**Remember, ad deadline is July 28, 2014**

**Payment deadline is July 28, 2014**

**See specification page for ad submission requirements and acceptable formats**

Augustoberfest Charitable Foundation



August 23<sup>rd</sup> - 24<sup>th</sup>, 2014

## Augustoberfest Weekend Celebration

Saturday and Sunday, August 23 and 24, 2014

### Levels of Giving Contract

Please sign me up as a Partner of the Augustoberfest 2014.

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

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

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

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

www: \_\_\_\_\_ e-mail: \_\_\_\_\_

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

Company Name (as to appear in print): \_\_\_\_\_

Use Last Year's Ad and Adjust Size and Color Accordingly

Authorized Signature: \_\_\_\_\_

### Levels of Giving

		Sunday Tickets	Fruhschoppen
Sister City.....	\$5,000 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
King Ludwig.....	\$3,000 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Queen Maria Theresia.....	\$2,500 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Bavarian.....	\$2,000 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Wesel.....	\$1,500 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Hagerstown City.....	\$1,000 <input type="checkbox"/>		
Friends of Augustoberfest.....	\$ 500 <input type="checkbox"/>		
Elizabethtown.....	\$ 250 <input type="checkbox"/>		

I am giving an in-kind donation of \$ \_\_\_\_\_, I will provide the following goods or services \_\_\_\_\_

**See specification page for ad submission requirements and acceptable formats, ad deadline July 28, 2014**

### Payment due by July 28, 2014

Questions concerning Levels of Giving contact:

Karen Giffin  
301-739-8577, ext. 116  
301-790-3424 fax  
kgiffin@hagerstownmd.org

### Please return to the following address:

Karen Giffin, City of Hagerstown, Elizabeth Hager Center, 14 North Potomac St., Suite 200, Hagerstown, MD 21740

Check Enclosed  
(Make checks payable to Augustoberfest Charitable Foundation)

Please Bill Me

**Augustoberfest Charitable Foundation**



August 23<sup>rd</sup> - 24<sup>th</sup>, 2014

## 2014 Augustoberfest Program Advertising Specifications

This years program will be 5.5 x 8.5, 4 color process

### Mechanical Requirements

150 line screen

Mac and PC formats accepted:

Adobe Illustrator EPS, print ready PDF, or Photoshop (minimum of 300dpi, 600 recommended)

Hard copies and color proof must be provided in addition to disc. All fonts must be converted to curves, all artwork and photo scans must be in CMYK (NOT RGB), minimum 300 DPI resolution for photos, 1000 dpi minimum for black & white line art. **COMPOSITE .EPS FILE WITH FONTS AS CURVES IS PREFERRED.**

Please include native files as well as all linked files.

### Disc Requirements

Discs accepted are Zip or CD-ROM

### Deadline for artwork is end of business Monday, July 28, 2014.

If no ad is available, please submit a black and white logo on Photostat paper, 1000 dpi minimum, indicating desired PMS color. A four color process build of your PMS number will be used, however some PMS colors do not reproduce well in CMYK printing. (ex: Reflex Blue & Orange 021)

If you cannot provide your ad in the proper format, Icon Graphics is available to provide layout and graphic design services for an additional charge.

### Send all artwork to:

Icon Graphics  
PO Box 1516  
Hagerstown, Maryland 21741  
301.791.2080

Please include contact person and phone number with artwork and digital files.

Technical questions and layout and design services call: Icon Graphics at 301.791.2080

Direct all other calls to Karen Giffin at The City of Hagerstown, 301.739.8577, ext. 116

### AD Sizes

**Full Page without bleed:** 4.75 wide x 7.75 tall

**Full Page with bleed:** 5.75 wide x 8.75 tall (keep all live matter within 1/4 inch of trim)

**1/2 page:** Horizontal ad: 4.75 wide x 3.75 tall

Vertical ad: 7.75 tall x 2.25 wide

**1/4 page:** Horizontal ad: 1.875 tall x 4.75 wide

Vertical ad: 2.25 wide x 3.75 tall

**1/8 page:** 2.25 wide x 1.75 tall

Augustoberfest Charitable Foundation