



August 27<sup>th</sup> - 28<sup>th</sup>, 2016

## *Augustoberfest Weekend*

Again this year we'll celebrate with Augustoberfest! This will be the 21<sup>st</sup> anniversary. 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 21<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 27, 2016 from 11 a.m. to 10 p.m. and Sunday, August 28, 2016 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 fun and touristy walk open to all on August 27, 2016 beginning at 8 a.m. This event combines fun, fitness and fellowship. This year will feature several different walks that begin and end at City Square. They range in mileage and offer a map with a wide variety of sights to be seen! 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 Dwayne Shrader at [dshrader@cnbwv.com](mailto:dshrader@cnbwv.com) or Kate Rader at [katerader@me.com](mailto:katerader@me.com) or [Augustoberfest@hagerstownmd.org](mailto:Augustoberfest@hagerstownmd.org) 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**

City of Hagerstown, Elizabeth Hager Center, 14 North Potomac St., Suite 200A, Hagerstown, Maryland 21740

**[www.augustoberfest.org](http://www.augustoberfest.org)**



August 27<sup>th</sup> - 28<sup>th</sup>, 2016

*Partners of Augustoberfest*

## Levels of Giving

### Sister City Level

\$5,000

Full Page Program Ad

Company Banner Space

18 Saturday tickets and **(18 Sunday tickets OR 10 Früschoppen tickets)**

Link on Augustoberfest Website

### King Ludwig Level

\$3,000

Full Page Program Ad

Company Banner Space

14 Saturday tickets and **(14 Sunday tickets OR 8 Früschoppen tickets)**

Link on Augustoberfest Website

### Queen Maria Theresia Level

\$2,500

Full Page Program Ad

12 Saturday tickets and **(12 Sunday OR 6 Früschoppen tickets)**

Link on Augustoberfest Website

### The Bavarian Level

\$2,000

1/2 Page Program Ad

10 Saturday tickets and **(10 Sunday OR 4 Früschoppen tickets)**

Link on Augustoberfest Website

### The Wesel Level

\$1,500

1/4 Page Program Ad

8 Saturday tickets and **(8 Sunday tickets OR 2 Früschoppen tickets)**

### The Hagerstown Level

\$1,000

1/4 Page Program Ad

6 Saturday tickets and 6 Sunday tickets

### Friends of Augustoberfest Level

\$500

1/8 page Program Ad

4 Saturday tickets and 4 Sunday tickets

### Elizabethtown Level

\$250

4 Saturday tickets

Mention in Program

**Remember, ad deadline is July 22, 2016**

**Payment deadline is July 22, 2016**

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

Augustoberfest Charitable Foundation

City of Hagerstown, Elizabeth Hager Center, 14 North Potomac St., Suite 200A, Hagerstown, Maryland 21740

[www.augustoberfest.org](http://www.augustoberfest.org)



August 27<sup>th</sup> - 28<sup>th</sup>, 2016

## Augustoberfest Weekend Celebration

Saturday and Sunday, August 27 and 28, 2016

### Levels of Giving Contract

Please sign me up as a Partner of the Augustoberfest 2016.

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

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

#### Sunday Tickets

☐  
☐  
☐  
☐  
☐

#### Fruhschoppen

☐  
☐  
☐  
☐  
☐

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 24, 2016

### Payment due by July 24, 2016

Questions concerning Levels of Giving contact:  
Dwayne Shrader at [dshrader@cnbwv.com](mailto:dshrader@cnbwv.com)  
or Kate Rader at [katerader@me.com](mailto:katerader@me.com)  
or [Augustoberfest@hagerstownmd.org](mailto:Augustoberfest@hagerstownmd.org)

Please mail completed form and checks to the following address:  
Augustoberfest Charitable Foundation, c/o N.Y.T. Certified Public Accountants, LLC  
864 Jefferson Blvd, Hagerstown, MD 21740

☐ Check Enclosed ☐ Please Bill Me  
(Make checks payable to Augustoberfest Charitable Foundation)

Augustoberfest Charitable Foundation

City of Hagerstown, Elizabeth Hager Center, 14 North Potomac St., Suite 200A, Hagerstown, Maryland 21740

[www.augustoberfest.org](http://www.augustoberfest.org)



August 27<sup>th</sup> - 28<sup>th</sup>, 2016

## 2016 Augustoberfest Program Advertising Specifications

The finished program is 8.5" x 5.5" and is printed in full color on coated gloss paper.

### Mechanical Requirements

Mac and PC formats accepted; Adobe Illustrator EPS or print ready PDF with fonts converted to curves. Program is printed in SWOP four color process and spot colors need to be converted to CMYK color builds. All images and photographs should be a minimum of 300 dpi at actual size.

### Deadline for ad submittal is July 22, 2016 to be included in the program

If you cannot provide your ad in the proper format and size Icon Graphics can provide design assistance for an additional charge. An estimate will be provided after reviewing photography, logo and copy supplied for ad production.

### Mail Artwork to:

Icon Graphics  
1 West Franklin Street, Suite 200  
Hagerstown, MD 21740

or

### Submit Electronically:

[info@icongraphics.com](mailto:info@icongraphics.com)

e-mail submission is for ads that are 10 megs or less. If your ad is over 10 megs please e-mail and request a link to upload your ad.

Any questions or concerns about advertising specifications or to have your ad produced call 301-791-2080 or e-mail [info@icongraphics.com](mailto:info@icongraphics.com). Please include contact information when submitting ads.

### 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 live copy within 4.75" wide x 7.75" tall area) |
| Half Page Horizontal:    | 4.75" wide x 3.75" tall  |
| Half Page Vertical:      | 2.25" wide x 7.75" tall  |
| Quarter Page Horizontal: | 4.75" wide x 1.875" tall   |
| Quarter Page Vertical:   | 2.25" wide x 3.75" tall  |
| Eighth Page:             | 2.25" wide x 1.75" tall  |

Augustoberfest Charitable Foundation

City of Hagerstown, Elizabeth Hager Center, 14 North Potomac St., Suite 200A, Hagerstown, Maryland 21740

[www.augustoberfest.org](http://www.augustoberfest.org)