



August 18th - 19th, 2018

Augustoberfest Weekend

Again this year we'll celebrate with Augustoberfest! This will be the 23rd 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 23rd 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 18, 2018 from 11 a.m. to 10 p.m. and Sunday, August 19, 2018 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.

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 now 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. ***We have also enhanced our sponsorship levels to include more tickets for our sponsors and their employees!*** Contact Kate Rader at katerader@me.com or 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

Please Mail to: Augustoberfest c/o NYT CPA, 864 Jefferson Blvd., Hagerstown, Maryland 21740

www.augustoberfest.org



August 18th - 19th, 2018

Partners of Augustoberfest

Levels of Giving

Sister City Level

\$5,000

Full Page Program Ad
Company Banner Space
18 Saturday tickets and 10 Sunday tickets **PLUS** 10 Früschoopen tickets
Logo and Link on Augustoberfest Website
Commemorative Gift Bag with Collectible Stein

King Ludwig Level

\$3,000

Full Page Program Ad
Company Banner Space
14 Saturday tickets and 8 Sunday tickets **PLUS** 8 Früschoopen tickets
Logo and Link on Augustoberfest Website
Logo on Sponsor event signage
Commemorative Gift Bag with Collectible Stein

Queen Maria Theresia Level

\$2,500

Full Page Program Ad
12 Saturday tickets and 6 Sunday tickets **PLUS** 6 Früschoopen tickets
Logo and Link on Augustoberfest Website
Logo on Sponsor event signage
Commemorative Gift Bag with Collectible Stein

The Bavarian Level

\$2,000

1/2 Page Program Ad
10 Saturday tickets and 4 Sunday tickets **PLUS** 4 Früschoopen tickets
Logo and Link on Augustoberfest Website
Logo on Sponsor event signage
Commemorative Gift Bag with Collectible Stein

The Wesel Level

\$1,500

1/4 Page Program Ad
8 Saturday tickets and 4 Sunday tickets **PLUS** 2 Früschoopen tickets
Logo and Link on Augustoberfest Website
Logo on Sponsor event signage
Commemorative Gift Bag with Collectible Stein

The Hagerstown Level

\$1,000

1/4 Page Program Ad
8 Saturday tickets and 8 Sunday tickets
Link on Augustoberfest Website
Sponsor Listing in Program

Friends of Augustoberfest Level

\$500

1/8 page Program Ad
6 Saturday tickets and 6 Sunday tickets
Sponsor Listing in Program

Elizabethtown Level

\$250

4 Saturday tickets and 4 Sunday tickets
Sponsor Listing in Program

Remember, ad deadline is July 13, 2018

Payment deadline is July 13, 2018

See specification page for ad submission requirements and acceptable formats

Augustoberfest Charitable Foundation

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www.augustoberfest.org



August 18th - 19th, 2018

Augustoberfest Weekend Celebration

Saturday and Sunday, August 18 and 19, 2018

Levels of Giving Contract

Please sign me up as a Partner of the Augustoberfest 2018.

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

King Ludwig \$3,000

Queen Maria Theresia \$2,500

The Bavarian \$2,000

The Wesel \$1,500

The Hagerstown City \$1,000

Friends of Augustoberfest \$ 500

Elizabethtown \$ 250

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 13, 2018

Payment due by July 13, 2018

Questions concerning Levels of Giving contact:
Kate Rader at katerader@me.com
or 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

Please Mail to: Augustoberfest c/o NYT CPA, 864 Jefferson Blvd., Hagerstown, Maryland 21740

www.augustoberfest.org



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2018 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 13, 2018 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

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. 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

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