



The Augustoberfest Charitable Foundation is proud to announce that the 2023 event will be held on **August 19th & 20th** at the Washington County Agricultural Center. We have begun seeking sponsors for this historic event that pays tribute to our area's rich German heritage and supports Hagerstown's Sister City Foundation, as well as other local non-profit organizations like Boys & Girls Club, Big Brothers Big Sisters, and the Women's Club of Hagerstown. Your contribution helps to defray the significant expenses of running this exciting event, and could not occur without the generous support of our sponsors.

Our two-day festival boasts festivities found at traditional Oktoberfest celebrations in Bavaria. The attendance of this event has grown exponentially and is one of the most anticipated festivals in the region. On both Saturday and Sunday, participants will have a chance to enjoy an authentic Bavarian experience. All of our entertainment offers a glimpse into German culture and folklore through authentic song and dance. The 2022 festival featured many new and expanded offerings! Thanks to the feedback from our patrons and sponsors we are looking forward to continuing to enhance the authentic Bavarian festival experience for all in 2023.

All sponsorship opportunities provide benefits to promote your organization, as we believe this should be just as beneficial for you as it is for us and our patrons. Each opportunity listed below outlines if the sponsorship is cash or in-kind and what benefits are included. We are happy to share that the popular *Frühschoppen* (German brunch) which features all the best of Bavarian food and drink will continue. Sponsorship packages at the \$1,000 level and above include tickets for delicious food and drink at the Sunday event held between 11:00 a.m. and 2:00 p.m.

Please take a moment to read the information below regarding our sponsorships and the benefits of being a sponsor. Should you have any questions regarding sponsorship, please contact [cody@augustoberfest.org](mailto:cody@augustoberfest.org) and a member of our sponsorship committee will be in touch as quickly as possible!

## Naming Rights Sponsorships

All naming opportunity sponsorships include the following:

- Your Company's Logo Included in/or Area/Item
- Logo & Link on Augustoberfest Website
- Recognition on Social Media
- Collectable Stein & Commemorative Gift Bag

<p><b><i>Festhaus (Main w/ Tonbühne &amp; Bierhalle)</i></b></p> <ul style="list-style-type: none"> <li>• Full Page Program Ad</li> <li>• 125 Festival Tickets <b>AND</b> 20 Früschoppen tickets</li> </ul>	<p><b>\$10,000.00</b></p> <p><i>CASH OR IN-KIND</i></p>	<input type="checkbox"/>
<p><b><i>Festhaus (w/ Handelswaren Markt &amp; Handwerkermarkt)</i></b></p> <ul style="list-style-type: none"> <li>• Full Page Program Ad</li> <li>• 80 Festival Tickets <b>AND</b> 20 Früschoppen tickets</li> </ul>	<p><b>\$7,500.00</b></p> <p><i>CASH OR IN-KIND</i></p>	<input type="checkbox"/>
<p><b><i>Festhaus (w/ Spielplatz &amp; Speisesaal)</i></b></p> <ul style="list-style-type: none"> <li>• Full Page Program Ad</li> <li>• 40 Festival Tickets <b>AND</b> 10 Früschoppen tickets</li> </ul>	<p><b>\$5,000.00</b></p> <p><i>CASH OR IN-KIND</i></p>	<input type="checkbox"/>
<p><b><i>Biergarten—Beer Garden</i></b></p> <ul style="list-style-type: none"> <li>• Full Page Program Ad</li> <li>• 40 Festival Tickets <b>AND</b> 10 Früschoppen tickets</li> </ul>	<p><b>\$5,000.00</b></p> <p><i>CASH OR IN-KIND</i></p>	<input type="checkbox"/>
<p><b><i>Tonbühne—Sound Stage</i></b></p> <ul style="list-style-type: none"> <li>• Full Page Program Ad</li> <li>• 22 Festival Tickets <b>AND</b> 10 Früschoppen tickets</li> </ul>	<p><b>\$3,000.00</b></p> <p><i>CASH ONLY</i></p>	<input type="checkbox"/>



<del><b>Bierhalle – Beer Hall</b></del>	<del>\$2,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Full Page Program Ad</li> <li>• 20 Festival Tickets <b>AND</b> 8 Fröschoppen tickets</li> </ul>	CASH ONLY	
<del><b>Kinderwelt – Children’s Area &amp; Moon Bounces</b></del>	<del>\$2,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Full Page Program Ad</li> <li>• 20 Festival Tickets <b>AND</b> 8 Fröschoppen Tickets</li> </ul>	CASH ONLY	
<del><b>Volunteer Shirts</b></del>	<del>\$2,000.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Full Page Program Ad</li> <li>• 18 Festival Tickets <b>AND</b> 6 Fröschoppen Tickets</li> </ul>	CASH OR IN-KIND	
<del><b>Willkommenszentrum – Welcome Center</b></del>	<del>\$2,000.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Full Page Program Ad</li> <li>• 18 Festival Tickets <b>AND</b> 6 Fröschoppen Tickets</li> </ul>	CASH ONLY	
<del><b>Haupteingang – Entrance</b></del>	<del>\$1,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 15 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	& VOLUNTEERS	
<del><b>Speisesaal – Food Hall</b></del>	<del>\$1,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 15 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	CASH ONLY	
<del><b>Stammtische – Eating Area</b></del>	<del>\$1,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 15 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	CASH ONLY	
<del><b>Handelswaren Markt – Common Market</b></del>	<del>\$1,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 15 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	CASH ONLY	
<del><b>Handwerkermarkt – Artisan Market</b></del>	<del>\$1,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 15 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	CASH ONLY	
<del><b>Steins – Mugs</b></del>	<del>\$1,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 15 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	CASH OR IN-KIND	
<del><b>Wein Becher – Wine Tumblers</b></del>	<del>\$1,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 15 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	CASH OR IN-KIND	
<del><b>Fröschoppen – Sponsor Brunch</b></del>	<del>\$1,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 15 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	CASH ONLY	
<del><b>Biergarten Bierstation – Beer Garden Beer Station</b></del>	<del>\$1,500.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 15 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	CASH ONLY	
<del><b>Spielplatz Bierstation – Game Area Beer Station</b></del>	<del>\$1,000.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 12 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	CASH ONLY	
<del><b>Augustoberfest Warenmarkt – Merchandise Market</b></del>	<del>\$1,000.00</del>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 12 Festival Tickets <b>AND</b> 4 Fröschoppen Tickets</li> </ul>	CASH ONLY	



<b><i>Spielplatz – Game Area</i></b>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 12 Festival Tickets <b>AND</b> 4 Früşchoppen Tickets</li> </ul>	CASH ONLY	
<b><i>Imbisse – Food Truck Market</i></b>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 12 Festival Tickets <b>AND</b> 4 Früşchoppen Tickets</li> </ul>	CASH ONLY	
<b><i>Golfwagen 1 – Golf Cart 1</i></b>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 12 Festival Tickets <b>AND</b> 4 Früşchoppen Tickets</li> </ul>	CASH ONLY	
<b><i>Golfwagen 2 – Golf Cart 2</i></b>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 12 Festival Tickets <b>AND</b> 4 Früşchoppen Tickets</li> </ul>	CASH ONLY	
<b><i>Golfwagen 3 – Golf Cart 3</i></b>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 12 Festival Tickets <b>AND</b> 4 Früşchoppen Tickets</li> </ul>	CASH ONLY	
<b><i>Golfwagen 4 – Golf Cart 4</i></b>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 12 Festival Tickets <b>AND</b> 4 Früşchoppen Tickets</li> </ul>	CASH ONLY	
<b><i>Golfwagen 5 – Golf Cart 5</i></b>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ½ Page Program Ad</li> <li>• 12 Festival Tickets <b>AND</b> 4 Früşchoppen Tickets</li> </ul>	CASH ONLY	

## General Sponsorships

All general sponsorship opportunities include the following:

- Name & Link on Augustoberfest Website
- Recognition on Social Media
- Recognition on Signage at Event

<b><i>Marienplatz Sponsor</i></b>	\$2,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Full Page Program Ad</li> <li>• 22 Festival Tickets &amp; 10 Früşchoppen Tickets</li> <li>• <b>Premier</b> Logo Placement on Signage at Event &amp; Augustoberfest Website</li> <li>• Collectible Stein &amp; Commemorative Gift Bag</li> </ul>	CASH OR IN-KIND	
<b><i>Bavarian Sponsor</i></b>	\$500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ¼ Page Program Ad</li> <li>• 8 Festival Tickets</li> </ul>	CASH ONLY	
<b><i>Munich Sponsor</i></b>	\$250.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ¼ Page Program Ad</li> <li>• 6 Festival Tickets</li> </ul>	CASH ONLY	
<b><i>Wesel Sponsor</i></b>	\$100.00	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• ¼ Page Program Ad</li> <li>• 4 Festival Tickets</li> </ul>	CASH ONLY	



## Sponsorship Form

Please email this completed form to [cody@augustoberfest.org](mailto:cody@augustoberfest.org) and an Augustoberfest Charitable Foundation Representative will confirm your pledge as naming rights are first come first serve. If you have any questions, please email [cody@augustoberfest.org](mailto:cody@augustoberfest.org).

Org. Name:	Org. Website:
Billing Address:	City, State & Zip:
Contact Name:	Contact Email:
Contact Phone:	Name to appear in print:

Authorized Signature

Mail payment to: Augustoberfest c/o NYT CPA, 780 Frederick Street, Hagerstown, Maryland 21740  
[www.augustoberfest.org](http://www.augustoberfest.org)

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## Program Specs & Due Dates

All information pertaining to program specs & due dates can be found at [www.augustoberfest.org/adspecs](http://www.augustoberfest.org/adspecs).