



The **Augustoberfest Charitable Foundation** is proud to announce that the **2024** event will be held on **August 17th & 18th** 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 2023 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 2024.

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 12:00 p.m. and 2:30 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 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

Festhaus (Main w/ Tonbühne & Bierhalle)	\$10,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • Full Page Program Ad • 125 Festival Tickets AND 20 Früşchoppen Tickets 	CASH OR IN-KIND	
Festhaus (w/ Handelswaren Markt & Handwerkermarkt)	\$7,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • Full Page Program Ad • 80 Festival Tickets AND 20 Früşchoppen Tickets 	CASH OR IN-KIND	
Festhaus (w/ Spielplatz & Speisesaal)	\$5,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • Full Page Program Ad • 40 Festival Tickets AND 10 Früşchoppen Tickets 	CASH OR IN-KIND	
Biergarten - Beer Garden	\$5,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • Full Page Program Ad • 40 Festival Tickets AND 10 Früşchoppen Tickets 	CASH OR IN-KIND	
Tonbühne - Sound Stage	\$3,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • Full Page Program Ad • 22 Festival Tickets AND 10 Früşchoppen Tickets 	CASH ONLY	
Bierhalle - Beer Hall	\$2,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • Full Page Program Ad • 20 Festival Tickets AND 8 Früşchoppen Tickets 	CASH ONLY	
Kinderwelt - Children's Area	\$2,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • Full Page Program Ad • 20 Festival Tickets AND 8 Früşchoppen Tickets 	CASH ONLY	
Volunteer Shirts	\$2,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • Full Page Program Ad • 18 Festival Tickets AND 6 Früşchoppen Tickets 	CASH OR IN-KIND	
Willkommenszentrum - Welcome Center	\$2,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • Full Page Program Ad • 18 Festival Tickets AND 6 Früşchoppen Tickets 	CASH ONLY	
Veteranen-Basislager - Veteran's Basecamp	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 15 Festival Tickets AND 4 Früşchoppen Tickets 	CASH ONLY	
Haupteingang - Entrance	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 15 Festival Tickets AND 4 Früşchoppen Tickets 	& VOLUNTEERS	
Speisesaal - Food Hall	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 15 Festival Tickets AND 4 Früşchoppen Tickets 	CASH ONLY	
Stammtische - Eating Area	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 15 Festival Tickets AND 4 Früşchoppen Tickets 	CASH ONLY	



<p>Handelswaren Markt - Common Market</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 15 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,500.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Handwerkermarkt - Artisan Market</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 15 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,500.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Steins - Mugs</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 15 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,500.00</p> <p>CASH OR IN-KIND</p>	<input type="checkbox"/>
<p>Wein Becher - Wine Tumblers</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 15 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,500.00</p> <p>CASH OR IN-KIND</p>	<input type="checkbox"/>
<p>Fröschoppen - Sponsor Brunch</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 15 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,500.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Biergarten Bierstation - Beer Garden Beer Station</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 15 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,500.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Augustoberfest Zentrale - Augustoberfest Headquarters</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,000.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Zigarrenhöhle - Cigar Den</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,000.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Augustoberfest Warenmarkt - Merchandise Market</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,000.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Spielplatz - Game Area</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,000.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Imbisse - Food Truck Market</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,000.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Assistenz Shuttle - Assistance Shuttle</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,000.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Golfwagen 1 - Golf Cart 1</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,000.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Golfwagen 2 - Golf Cart 2</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,000.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>
<p>Golfwagen 3 - Golf Cart 3</p> <ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Fröschoppen Tickets 	<p>\$1,000.00</p> <p>CASH ONLY</p>	<input type="checkbox"/>



Golfwagen 4 - Golf Cart 4

- ½ Page Program Ad
- 12 Festival Tickets **AND** 4 Fröschoppen Tickets

\$1,000.00

CASH ONLY

Golfwagen 5 - Golf Cart 5

- ½ Page Program Ad
- 12 Festival Tickets **AND** 4 Fröschoppen Tickets

\$1,000.00

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

Marienplatz Sponsor

- Full Page Program Ad
- 22 Festival Tickets & 10 Fröschoppen Tickets
- **Premier** Logo Placement on Signage at Event & Augustoberfest Website
- Collectible Stein & Commemorative Gift Bag

\$2,500.00

CASH OR IN-KIND

Bavarian Sponsor

- ¼ Page Program Ad
- 8 Festival Tickets

\$500.00

CASH ONLY

Munich Sponsor

- ⅓ Page Program Ad
- 6 Festival Tickets

\$250.00

CASH ONLY

Wesel Sponsor

- ⅓ Page Program Ad
- 4 Festival Tickets

\$100.00

CASH ONLY



Sponsorship Form

Please email this completed form to 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.

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

Authorized Signature _____ Date _____

Mail payment to:

Augustoberfest
C/o NYT CPA
780 Frederick Street
Hagerstown, Maryland 21740