



The **Augustoberfest Charitable Foundation** is proud to announce that the **2025** event will be held on **August 16th & 17th** 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 the 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 2024 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 2025.

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/on the Area/Item
- Logo & Link on Augustoberfest Website
- Recognition on Social Media
- Collectable Stein & Commemorative Gift Bag

~~Festhaus (Main w/ Tonbühne & Bierhalle)~~

- Full Page Program Ad
- 100 Festival Tickets **AND** 14 Frischoppen Tickets

~~\$10,000.00~~

~~CASH OR IN-KIND~~

☐

~~Festhaus (w/ Handelswaren Markt & Handwerkermarkt)~~

- Full Page Program Ad
- 80 Festival Tickets **AND** 12 Frischoppen Tickets

~~\$7,500.00~~

~~CASH OR IN-KIND~~

☐

~~Festhaus (w/ Spielplatz & Speisesaal)~~

- Full Page Program Ad
- 50 Festival Tickets **AND** 10 Frischoppen Tickets

~~\$5,000.00~~

~~CASH OR IN-KIND~~

☐

~~Biergarten Beer Garden~~

- Full Page Program Ad
- 50 Festival Tickets **AND** 10 Frischoppen Tickets

~~\$5,000.00~~

~~CASH OR IN-KIND~~

☐

~~Tonbühne Sound Stage~~

- Full Page Program Ad
- 30 Festival Tickets **AND** 6 Frischoppen Tickets

~~\$3,000.00~~

~~CASH ONLY~~

☐

~~Bierhalle Beer Hall~~

- Full Page Program Ad
- 24 Festival Tickets **AND** 6 Frischoppen Tickets

~~\$2,500.00~~

~~CASH ONLY~~

☐

~~Kinderwelt Children's Area~~

- Full Page Program Ad
- 24 Festival Tickets **AND** 6 Frischoppen Tickets

~~\$2,500.00~~

~~CASH ONLY~~

☐

~~Volunteer Shirts~~

- Full Page Program Ad
- 20 Festival Tickets **AND** 4 Frischoppen Tickets

~~\$2,000.00~~

~~CASH OR IN-KIND~~

☐

~~Willkommenszentrum Welcome Center~~

- Full Page Program Ad
- 20 Festival Tickets **AND** 4 Frischoppen Tickets

~~\$2,000.00~~

~~CASH ONLY~~

☐

~~Haupteingang Entrance~~

- ½ Page Program Ad
- 16 Festival Tickets **AND** 4 Frischoppen Tickets

~~\$1,500.00~~

~~CASH ONLY~~

☐

~~Speisesaal Food Hall~~

- ½ Page Program Ad
- 16 Festival Tickets **AND** 4 Frischoppen Tickets

~~\$1,500.00~~

~~CASH ONLY~~

☐

~~Stammtische Eating Area~~

- ½ Page Program Ad
- 16 Festival Tickets **AND** 4 Frischoppen Tickets

~~\$1,500.00~~

~~CASH ONLY~~

☐

~~Handelswaren Markt Common Market~~

- ½ Page Program Ad
- 16 Festival Tickets **AND** 4 Frischoppen Tickets

~~\$1,500.00~~

~~CASH ONLY~~

☐



~~Handwerkermarkt~~ ~~Artisan Market~~

- ½ Page Program Ad
- 16 Festival Tickets **AND** 4 Frischoppen Tickets

\$1,500.00

CASH ONLY

☐

~~Steins~~ ~~Mugs~~

- ½ Page Program Ad
- 16 Festival Tickets **AND** 4 Frischoppen Tickets

\$1,500.00

CASH OR IN-KIND

☐

~~Wein Becher~~ ~~Wine Tumblers~~

- ½ Page Program Ad
- 16 Festival Tickets **AND** 4 Frischoppen Tickets

\$1,500.00

CASH OR IN-KIND

☐

~~Fruschoppen~~ ~~Sponsor Brunch~~

- ½ Page Program Ad
- 16 Festival Tickets **AND** 4 Frischoppen Tickets

\$1,500.00

CASH ONLY

☐

~~Biergarten~~ ~~Bierstation~~ ~~Beer Garden~~ ~~Beer Station~~

- ½ Page Program Ad
- 16 Festival Tickets **AND** 4 Frischoppen Tickets

\$1,500.00

CASH ONLY

☐

~~Augustoberfest Zentrale~~ ~~Augustoberfest Headquarters~~

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

\$1,000.00

CASH ONLY

☐

~~Veteranen-Basislager~~ ~~Veteran's Basecamp~~

- ½ Page Program Ad
- 16 Festival Tickets **AND** 4 Frischoppen Tickets

\$1,000.00

CASH ONLY

☐

~~Zigarrenhöhle~~ ~~Cigar Den~~

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

\$1,000.00

CASH ONLY

☐

~~Augustoberfest Warenmarkt~~ ~~Merchandise Market~~

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

\$1,000.00

CASH ONLY

☐

~~Spielplatz~~ ~~Game Area~~

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

\$1,000.00

CASH ONLY

☐

~~Imbisse~~ ~~Food Truck Market~~

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

\$1,000.00

CASH ONLY

☐

~~Assistenz Shuttle~~ ~~Assistance Shuttle~~

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

\$1,000.00

CASH ONLY

☐

~~Golfwagen 1~~ ~~Golf Cart 1~~

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

\$1,000.00

CASH ONLY

☐

~~Golfwagen 2~~ ~~Golf Cart 2~~

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

\$1,000.00

CASH ONLY

☐

~~Golfwagen 3~~ ~~Golf Cart 3~~

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

\$1,000.00

CASH ONLY

☐



Golfwagen 4 - Golf Cart 4

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

~~\$1,000.00~~

CASH ONLY

☐

Golfwagen 5 - Golf Cart 5

- ½ Page Program Ad
- 12 Festival Tickets **AND** 4 Frischoppen 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
- 24 Festival Tickets & 6 Frischoppen 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