



The **Augustoberfest Charitable Foundation** is proud to announce that the **2026** event will be held on **August 15th & 16th** 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 2025 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 2026.

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
 - Note: Some Sponsorships will Have Multiple Signs to Ensure Value
- Logo & Link on Augustoberfest Website
- Recognition on Social Media
 - Facebook & Instagram
- Collectable Stein & Commemorative Gift Bag
- Included in Annual Thank You Ad in Local Newspaper

Bavaria Festhaus (Main w/ Tonbuhne & Bierhalle)

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

\$5,000.00

CASH OR IN-KIND

☐

German Festhaus (w/ Märkte)

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

\$5,000.00

CASH OR IN-KIND

☐

Maryland Festhaus (w/ Spielplatz)

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

\$5,000.00

CASH OR IN-KIND

☐

Wash. Co. Festhaus (w/ Imbisse & Stammtische)

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

\$5,000.00

CASH OR IN-KIND

☐

Biergarten Festhaus - Beer Garden

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

\$5,000.00

CASH OR IN-KIND

☐

Festivalgelände - Festival Grounds

- 4 Guaranteed Logo Opportunities In the Festival Grounds
- Full Page Program Ad
- 50 Festival Tickets **AND** 10 Früschoppen Tickets

\$5,000.00

CASH OR IN-KIND

☐

Tonbuhne - Sound Stage

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

\$3,000.00

CASH ONLY

☐

Bierhalle - Beer Hall

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

\$2,500.00

CASH ONLY

☐

Kinderwelt - Children's Area

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

\$2,500.00

CASH ONLY

☐

Bayerisches Gatter-Gatter - Bavarian Gate (Fence)

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

\$2,000.00

CASH OR IN-KIND

☐

Willkommenszentrum - Welcome Center

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

\$2,000.00

CASH ONLY

☐

Volunteer Shirts

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

\$2,000.00

CASH OR IN-KIND

☐



Haupteingang - Entrance	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 16 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Speisesaal - Food Hall	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 16 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Stammtische - Eating Area	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 16 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Handelswaren Markt - Common Market	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 16 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Handwerkermarkt - Artisan Market	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 16 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Steins - Mugs	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 16 Festival Tickets AND 4 Frischoppen Tickets 	CASH OR IN-KIND	
Wein Becher - Wine Tumblers	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 16 Festival Tickets AND 4 Frischoppen Tickets 	CASH OR IN-KIND	
Fruschoppen - Sponsor Brunch	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 16 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Biergarten Bierstation - Beer Garden Beer Station	\$1,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 16 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Augustoberfest Zentrale - Augustoberfest Headquarters	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Veteranen-Basislager - Veteran's Basecamp	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 16 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Zigarrenhöhle - Cigar Den	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Augustoberfest Warenmarkt - Merchandise Market	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Spielplatz - Game Area	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
Imbisse - Food Truck Market	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	



<i>Zum Dank Essen - Volunteer Meals</i>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
<i>Assistenz Shuttle - Assistance Shuttle</i>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
<i>Bavarian Loop Shuttle - Festival Shuttle</i>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
<i>Golfwagen 1 - Golf Cart 1</i>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
<i>Golfwagen 2 - Golf Cart 2</i>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
<i>Golfwagen 3 - Golf Cart 3</i>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
<i>Golfwagen 4 - Golf Cart 4</i>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	CASH ONLY	
<i>Golfwagen 5 - Golf Cart 5</i>	\$1,000.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ½ Page Program Ad • 12 Festival Tickets AND 4 Frischoppen Tickets 	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

<i>Marienplatz Sponsor</i>	\$2,500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • Full Page Program Ad • 24 Festival Tickets & 6 Frischoppen Tickets • Premier Logo Placement on Signage at Event & Augustoberfest Website • Collectible Stein & Commemorative Gift Bag 	CASH OR IN-KIND	
<i>Bavarian Sponsor</i>	\$500.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ¼ Page Program Ad • 8 Festival Tickets 	CASH ONLY	
<i>Munich Sponsor</i>	\$250.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ⅓ Page Program Ad • 6 Festival Tickets 	CASH ONLY	
<i>Wesel Sponsor</i>	\$100.00	<input type="checkbox"/>
<ul style="list-style-type: none"> • ⅓ Page Program Ad • 4 Festival Tickets 	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