



# MEDFORD OKTOBERFEST & MUSIC FESTIVAL

**September 20 and 21, 2024 -- Freedom Park**

## 2024 SPONSORSHIP OPPORTUNITIES

### **\$10,000 –LEAD/PRESENTING SPONSOR (One Available)**

- "Presenting Sponsor" title and event naming rights, identifying the event as the Medford Oktoberfest & Music Festival "sponsored by [NAME OF LEAD/PRESENTING SPONSOR]".
- Prominent "top billing" acknowledgement on website, in all media releases, and all print and electronic advertising and social media.
- "Day of event" signage at beer garden and park access and egress locations, and public address announcements.
- Premium booth location and/or VIP tent with seating
- Preferred parking for 2 vehicles at Freedom Park

### **\$5,000 – FOOD VENDOR ROW SPONSOR – *SHOPRITE OF MEDFORD***

- Naming rights to area in which food and merchandise vendors are located, including "day of event" banner with sponsor name and logo
- Identification as "Food Vendor Row Sponsor" in website and social media ads, all media releases, and priority in print and electronic advertising, and "day of event" public address announcements
- Reserved booth on Food Vendor Row
- Preferred parking for 2 vehicles at Freedom Park

### **\$4,000 – MAIN STAGE SPONSOR -- *CORNERSTONE PEO***

- Naming rights to Main Stage location, including "day of event" banner with sponsor name and logo as sound stage backdrop
- Identification as "Main Stage Sponsor" in website and social media ads, all media releases, and priority in print and electronic advertising, and "day of event" public address announcements
- Booth location at Main Stage location
- Preferred parking for 2 vehicles at Freedom Park

**\$2,000 – BEER GARDEN SPONSOR – *TAUNTON FORGE LIQUORS***

- Naming rights to Beer Garden location, including “day of event” banner with sponsor name and logo
- Identification as “Beer Garden Sponsor” in website and social media ads, all media releases, and priority in print and electronic advertising, and “day of event” public address announcements

**\$2,000 GERMAN FOOD SPONSOR – *INNOVATIVE CATERING CONCEPTS***

- Naming rights to German food vendor location, including “day of event” banner with sponsor name and logo
- Identification as “German Food Sponsor” in website and social media ads, and priority in media releases, print and electronic advertising, and “day of event” public address announcements

**\$2,000 BEER KOOZIE SPONSOR (Two Available)~**

- Identification as “Beer Koozie Sponsor” in website and social media ads, and priority in media releases, print and electronic advertising, and “day of event” public address announcements
- Business logo displayed on a commemorative koozie that will be handed out with beer purchases at the event.

**\$2,000 CHILDREN’S EVENTS SPONSOR (One More Available) –*MEDFORD MINI-STORAGE***

- Naming rights to Children’s Event location, including “day of event” signage
- Identification as “Children’s Events Sponsor” in website and social media ads, and priority in media releases, print and electronic advertising, and “day of event” public address announcements
- Preferred parking for 2 vehicles at Freedom Park

**\$2,000 BUSINESS EXPO AREA SPONSOR (One More Available) – *TD BANK***

- Naming rights to Business Expo location, including “day of event” banner with sponsor name and logo
- Identification as “Business Expo Area Sponsor” in website and social media ads, and priority in media releases, print and electronic advertising, and “day of event” public address announcements
- Preferred parking for 2 vehicles at Freedom Park

**\$1,000 – GAZEBO STAGE SPONSOR – *ARCHER & GREINER, ATTORNEYS***

- Naming rights to Gazebo Stage location, including “day of event” banner with sponsor name and logo as gazebo stage backdrop
- Identification as “Gazebo Stage Sponsor” in website and social media ads, all media releases, and priority in print and electronic advertising, and “day of event” public address announcements

## **STEINHOLDING CONTEST SPONSORS – *KINGS ROAD BREWERY***

- Identification as “Steinholding Contest Sponsor” in website and social media ads, and priority in media releases, print and electronic advertising, and “day of event” public address announcements
- Preferred parking for a vehicle at Freedom Park

## **BRATWURST EATING CONTEST SPONSORS – *MAGNIFY BREWERY***

- Identification as “Bratwurst Eating Contest Sponsor” in website and social media ads, and priority in media releases, print and electronic advertising, and “day of event” public address announcements
- Preferred parking for a vehicle at Freedom Park

## **GERMAN FOLK DANCING SPONSOR – *TODAY’S DANCE STUDIO***

- Identification as “German Folk Dancing Contest Sponsor” in website and social media ads, and priority in media releases, print and electronic advertising, and “day of event” public address announcements
- Preferred parking for a vehicle at Freedom Park

## **OKTOBERFEST TRIVIA CONTEST (One Available) – *LOWER FORGE BREWERY***

- Identification as “Oktoberfest Trivia Contest Sponsor” in website and social media ads, and priority in media releases, print and electronic advertising, and “day of event” public address announcements
- Preferred parking for a vehicle at Freedom Park

## **\$500– FRIEND OF MEDFORD OKTOBERFEST**

- Listing in selected website and social media ads and releases.
- Name and logo on yard signs at site on day of event

**ALL SPONSORS’ NAMES AND CONTACT EMAIL ADDRESS [IF DESIRED] WILL BE LISTED ON MEDFORD OKTOBERFEST WEBSITE. LOGOS OF ALL DONORS OF \$1,000 OR MORE WILL ALSO BE LISTED.**

**CONTEST SPONSORS MAY DISPLAY BANNERS DURING CONTEST IN CONTEST AREA. CONTEST SPONSORS HAVE OPTION TO EMCEE CONTESTS.**

**NOTE:** Medford Business Association may place print and/or electronic ads with third parties, within its sole discretion, in which the number of sponsors that can be mentioned and the prominence of those mentions may be limited. Priority will be given to sponsors in categories in the order in which they are listed above. Any such print or electronic ad that mentions any sponsor will mention the Presenting Sponsor as described above.

**FOR MORE INFORMATION, CONTACT: ROBERT EGAN at [regan@archerlaw.com](mailto:regan@archerlaw.com) or 609-519-0841, or EMAIL [sponsorships@medfordbusiness.org](mailto:sponsorships@medfordbusiness.org) or VISIT <https://www.medfordoktoberfest.com/>**

*Medford Business Association is a non-profit entity, approved for tax exempt status under Section 501(c)(6) of the Internal Revenue Code*