

September 23rd &
24th, 2016
11:00 am – 6:00 pm



Westfield Sarasota
Square Mall
Sarasota, FL

Sponsorship / Vendor-Merchant Summary

The Gulf Coast Oktoberfest sponsored by Geier's Sausage Kitchen and is being held at Westfield Sarasota Square Mall South Lot located at 8201 S Tamiami Trail, Sarasota, FL 34238. The Event will run from 11am – 6pm for 2 days on Friday, September 23rd and Saturday, September 24th.

The event will feature German and American Food / Beer, Live German Music, Games, Costume and Dance Contests, a merchant / vendor area and more. This event is the perfect opportunity to experience a little bit of Germany with some American options for the not so adventurous.

We have secured Hafenskapelle (haf-en-ka-pell-la) a 16 piece costumed fest band located in Cape Coral, Florida. They are the house band for the Cape Coral Oktoberfest and play throughout the year at different events. They will be playing Saturday - September 24th from 2pm - 6pm.

We have also secured Die Musik der Fruheren Jahre or if you prefer just plain "Oli and the Frankfurters" to play Friday - September 23rd from 2pm - 6pm. They are a 5 piece band who has been bringing old style German music to audiences in Southwest Florida area since 1992.

We are anticipating 5000 attendees over the 2 days. We have already secured a media sponsorship with the Herald Tribune / Sarasota Ticket and Sarasota Top 10 to help increase marketing exposure and that of our sponsors. We will also have a strong online presence as well via the website and social media.

Event Website: www.gulfcoastoktoberfest.com

Our Mission:

Our mission is to host successful, first-class events. Our desire is for the Gulf Coast Oktoberfest to be a premier event, bringing people together, promoting Geier's Sausage Kitchen and the Sarasota / Bradenton Area.

Our Partnership:

We want to partner with local businesses and groups to build productive, long term relationships that produce results. We deeply value our partnership with our sponsors and vendor are committed to results and to delivering valuable benefits to our sponsors.

Note: We will customize sponsorships to meet specific marketing objectives and to enhance your partnership with the event. Please let us know any and all requests, and we will do what it takes to fulfill them.

For any questions or additional information call Geiers Sausage Kitchen at 941-923-3004 or 941-374-0638 or email geiers@verizon.net

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Sponsorship Levels

- Build upon existing customer relationships and create brand awareness among new and potential customers
- Gain insight into new and existing customers' product knowledge of your brand
- Reach targeted customers
- Gain exposure through our targeted marketing campaign; encompassing print, online and social media.

Corporate Sponsor- \$1000

- 10 x 10 space at event (Tent, table and linen included unless you prefer to use your own tent)
- Company logo included on stage banner
- Company Logo with link to website on sponsor page
- Company description included on website
- Company Logo included in all eblasts
- Company Logo included on all social media campaigns
- Recognition during stage announcements
- Company Name listed in all press releases
- Opportunity to address the attendees from the stage for 3 minutes
- Company Logo on posters and print ads

Business Sponsor- \$500

- 10 x 10 space at event (Tent, table and linen included unless you prefer to use your own tent)
- Company logo included on stage banner
- Company Logo with link to website on sponsor page
- Company description included on website
- Company Logo included in all eblasts
- Company Logo included on all social media campaigns
- Recognition during stage announcements

Food Vendor- \$300

- 10 x 10 space at event
- Company Name and brand presence on sponsor page of website
- Company Name included in eblasts
- Company Name included on social media posts

Merchandise / Art & Craft Vendor- \$100

- 10 x 10 space at event
- Company Name and brand presence on sponsor page of website
- Company Name included in eblasts
- Company Name included on social media posts

Please review the vendor guidelines attached below prior to committing to this level of sponsorship.

Game Sponsor- \$100

- Game station of your choice branded with your company logo with tee sign
- Company Name and brand presence on sponsor page of website

SPONSORSHIP / VENDOR APPLICATION			
(CIRCLE ONE) CORPORATE • BUSINESS • MERCHANDISE • FOOD • GAME			
CONTACT NAME:			
BUSINESS NAME:			
ADDRESS:		CITY	STATE ZIP
PHONE:	FAX:	EMAIL:	WEBSITE:
DAY OF EVENT - CONTACT NAME:		DAY OF EVENT - CONTACT NO.	
ITEMS TO BE SOLD:			
PAYMENT INFORMATION			
METHOD OF PAYMENT (CIRCLE ONE) CASH • CHECK • CREDIT CARD	PAYABLE TO: GULF COAST OKTOBERFEST 1244 MOHAWK RD VENICE, FL 34293		(TOTAL) \$ _____
CARDHOLDER NAME (PLEASE PRINT):		CARD TYPE (CIRCLE ONE) VISA • MASTERCARD • AM EX	
CARD NUMBER		EXP. DATE	CVC CODE:
CARDHOLDER SIGNATURE		DATE	

Please scan and email to info@GulfCoastOktoberfest.com or fax to 941-218-6673
An email confirmation will be sent to you in 48 hours

Include this form with your application if you plan to be a Sponsor

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**WEBSITE DESCRIPTION
for ALL Sponsors**

This is your marketing opportunity to tell us what you want on the festival website. This information will stay on our site most of the year. Festival guests return to these descriptions long after the event to find out how to reach an exhibitor.

Please mention us on your web page to help advertise both you and the festival. A brief description might read: **Come see us at the Gulf Coast Oktoberfest. September 23rd & 24th at the Westfield Sarasota Square Mall South Lot located a 8201 S Tamiami Trail, Sarasota, FL 34238 from 11 AM – 6 PM benefiting the Florida Ballet. For more details go to www.gulfcoastoktoberfest.com**

Please fill in the following information:

Company Name: _____

City, State, Zip: _____

Phone / Cell: _____

Web address: _____

Brief description:

Include this form with your application