

# PARTNERSHIP OPPORTUNITIES



SEPTEMBER 6-8, 2024 | SPRANKLE WOODS

[SPRANKLESOKTOBERFEST.COM](http://SPRANKLESOKTOBERFEST.COM) | [INFO@SPRANKLESOKTOBERFEST.COM](mailto:INFO@SPRANKLESOKTOBERFEST.COM)

# SPRANKLE'S OCTOBERFEST



## Partnership Perks:

- Over 36,000 attendees in 2023
- Most visited event in Butler County after Labor Day
- Broad customer demographic
- Business branding
  - Print
  - Social media
- On-site vendor space to mingle with patrons
- VIP Lounge access

## Why:

Sprankle's Oktoberfest provides an opportunity for local small businesses and vendors to exhibit their wares in front of a large, diverse crowd of guests, and gives local non-profits a platform to raise funds for their organizations. In 2023, over 20 non-profit organizations raised a combined total of over \$100,000.

**Danke:** Sprankle's Oktoberfest extends a heartfelt thank you to our 2023 partners. We can't do what we do without you!

































Allegheny-Kiski Health Foundation • Art Spirit Fine Art Studio & Gallery • BankLogic.Net • Batch LLC • Beamer Electrical Contracting • Berks • Berkshire Hathaway • BodyGenesis • Bradigan's Inc. • Butler County Chamber of Commerce  
Butler Florist • C. Matus Co. • Cabot Archery • Cabot Cruisers • Coherent • Concordia Lutheran Ministries • Conny Creek • DQ Grill & Chill • Falling Timber Landscaping • hint • i.e. Insurance • Imler's Poultry • Independence Health System  
Iron Element Tattoo • JedCo Building Inc. • Kefalas Designs • Kelley's Family Restaurant • L. Welsh Photography • Lernerville Speedway • Lightning Hair Lounge • LWP Balloon Creations • Magnum Electric • Mainstreet Bake Shop  
Marburger Farm Dairy • Marci Mustello • Mister Feed Inc. • Mr. Furnace Filter • New Life Christian Ministries • Oberg Industries • PennEnergy Resources • Pepsi • Reach Out Reptiles • Remnant Sons MC • Sarver True Value  
Saxonburg Area Rotary Club • Scene Setter Studio • The Sign Shop+ • Skeel Plumbing • Small Business Accounting • Smith's • Three Rivers Art Glass • Thrower Concrete • Vogel Disposal Service • Voller Dentistry • Wain Landscaping  
Walktail Mobile Bar • Warsteiner • Wayne W. Sell Trucking • Wise Snacks • W.L. Roenigk Inc.

**SPRANKLESOCTOBERFEST.COM**



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<i>Partnership Levels</i>	\$10,000	\$6,500	\$5,000	\$2,500	\$2,500
VIP WRISTBANDS	100	32	25	15	8
LOGO ON EVENT PROGRAM					
LOGO ON WEBSITE					
LOGO ON T-SHIRT					
LOGO ON PARTNER BANNER					
2'X3' BANNER IN MAIN TENT					
LOGO ON ALL PROMO MATERIALS					
12'X10' VENDOR SPACE					
CUSTOM FACEBOOK VIDEO					

# SPRANKLE'S OCTOBERFEST

## \$10,000 PARTNERSHIP



### *Alpengarten (Ultimate Private VIP Lounge)*

The best seat in the Haus!

- 20' x 40' private event space
- 100 custom branded VIP wristbands
- Private bartender
- Catered food
- TV with wifi access for streaming
- Personalized decor

## \$6,500 PARTNERSHIPS

### *Bierpalast VIP Tent Package*

- 20' x 40' private event space
- 32 VIP Lounge wristbands
- TV with wifi access

### *Entertainment Partner*

Your company front & center!

- Pull-up banners on each end of the stage
- Banner across the dance floor
- 32 VIP Lounge wristbands

### *Main Tent Partner*

Want major exposure?

- Naming rights of the Main Tent
- 30-foot banners on each side of the Main Tent
- 32 VIP Lounge wristbands





# SPRANKLE'S OCTOBERFEST

## \$5,000 PARTNERSHIPS

### *Kinderland Partner*

Brand our main kids attraction!

- Exclusive Kinderland naming rights
- 12-foot banner across Kinderland entrance
- Banners on all inflatable attractions
- 25 VIP Lounge wristbands

### *Autobahn Car Show Partner*

Display and advertise your latest vehicle inventory!

- Exclusive Car Show naming rights
- 20+ spaces for new and classic inventory
- 12-foot banner across Car Show entrance
- 25 VIP Lounge wristbands



### *O-Fest Games Partner*

Name those games!

- Naming rights to the O-Fest Games
  - Steinholding Competition
  - Dachshund Race & Costume Contest
  - Cornhole Tournament
- Branding on all event schedules
- 25 VIP Lounge wristbands

### *Golfwagen Partner*

Your logo zooming around the grounds!

- Brand our fleet of 15+ golf carts
- 25 VIP Lounge wristbands

### *Handwerksmarkt Partner*

Put your brand on the map!

- Naming rights to the Handwerksmarkt (craft market)
- 12-foot banner across market entrance
- 25 VIP Lounge wristbands

# SPRANKLE'S OCTOBERFEST

## \$2,500 PARTNERSHIPS

### *Wunschbaum (Wishing Tree) Partner*

Go out with a bang!

- Company-themed decor on our 16' Wunschbaum
- Branded banners on surrounding fencing
- Company designated Fire Meister
- 15 VIP Lounge wristbands

Guests leave wishes on the Wunschbaum all weekend. The company-designated Fire Meister sets the tree alight during closing ceremonies and releases wishes into the universe!



### *Tractor Show Partner*

An Oktoberfest staple attraction!

- Naming rights to the 2024 Tractor Show
- Six 3-foot banners lining the aisles
- 15 VIP Lounge wristbands



### *Trash Can Partner*

Be seen by every guest!

- 30 trash cans custom-wrapped with company name
- 15 VIP Lounge wristbands

# SPRANKLE'S OCTOBERFEST

## \$200 SPOT PARTNERSHIPS



### *Porta Potty Partner*

Everybody's gotta go!

- 11" x 17" poster ad on the inside and outside of the door of one of our Festtoiletten
- 26 available
- 8 VIP Lounge wristbands



### *Sandwich Board Partner*

Be seen anywhere on the grounds!

- Two-sided 24" x 36" A-frame
- 8 VIP Lounge wristbands

## FRIENDS OF OCTOBERFEST PARTNERSHIPS

### *Lederhosen Partner - \$2,500*

- Dirndl Partnership PLUS:
- Logo included in all promotional materials up to 6 months prior to event

### *Dirndl Partner - \$1,500*

- Bier Partnership PLUS:
- Company logo included in Sprankle's Store Ad (reaches 75k households)

### *Bier Partner - \$800*

- Edelweiss Partnership PLUS:
- 36" x 24" banner in the Main Tent

### *Edelweiss Partner - \$500*

- Company listed on Facebook Event page
- Logo included on Partner Banner above Main Stage
- Logo included on exclusive Oktoberfest edition Sprankle's t-shirt
- Logo included on Partners Page of [spranklesoktoberfest.com](http://spranklesoktoberfest.com)
- Logo on event program



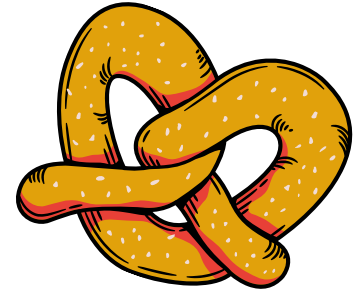
# SPRANKLE'S OCTOBERFEST

## **CUSTOMIZE YOUR PARTNERSHIP!**

We would love to work with you to create a custom partnership experience to better fit your business or organizational needs!

### *Contact Us*

**Brittany Lambermont**  
**Event Coordinator**  
**info@spranklesoctoberfest.com**  
**724-954-1295**



# SPRANKLE'S OCTOBERFEST

## PARTNERSHIP SUPPORT FORM

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

PARTNERSHIP: \_\_\_\_\_ AMOUNT: \_\_\_\_\_

Please make checks payable to Sprankle Event LLC

Mail to:

Sprankle Event LLC

270 W Water St.

Saxonburg, PA 16056

Scanned form can be emailed to: [info@spranklesoctoberfest.com](mailto:info@spranklesoctoberfest.com)

Company Logos should be sent in vector (.eps or .ai) format and  
emailed to: [info@spranklesoctoberfest.com](mailto:info@spranklesoctoberfest.com)

Questions? Please contact us at [info@spranklesoctoberfest.com](mailto:info@spranklesoctoberfest.com)



*Learn More about  
Octoberfest!*

