

The 9th Annual



Apex Sunrise
Rotary
Club



Cary MacGregor
Rotary
Club



Fri Oct. 6
Sat Oct. 7
2023



KOKA
BOOTH
Amphitheatre
TOWN of CARY

Prost!

www.triangleoktoberfest.org

The 9th Annual Triangle Oktoberfest

Fri Oct. 6 and Sat Oct. 7, 2023

About

The 9th Annual Triangle Oktoberfest is presented by the **Apex Sunrise** and **Cary MacGregor** Rotary Clubs in partnership with the Town of Cary to support charitable organizations here in our community and abroad, including this year's beneficiary, **Meg's Smile Foundation**, a charity that provides gifts and/or fun days to children affected by serious illnesses who are treated in North Carolina hospitals.

Back this year will be the parent favorite *KinderPlatz*, crowd favorite *Stein Hoist* and *Schlagen Hammer* contests, traditional Bavarian food from Capital Club 16 and Annelore's German Bakery, *Brats* from the Butcher's Market, and of course a selection of over 40 German beers from Munich and seasonal beers from local craft breweries for everyone to enjoy!

There will also be the *Autobahn* and *Wiener Dog* Races, prizes for the *Stein Hoist*, the return of the *Futbol Zone*, live music from Canada's The Black Forest Band, the much-anticipated Mr. and Miss Oktoberfest contest, and possibly a promotion to win a free trip to "The" Oktoberfest in Munich in 2024!

Media Profile



CBS-17 Raleigh



CBS17.com: **4.5 million+** page views

CBS17 Mobile app: **10,976** users

My Carolina: **20K+** impressions

Social Display: **133K+** impressions



540,000+
social media site visits
30,000
engagements



55,000 page views

20,000+ website visits



**CARY
MAGAZINE**

Avg. attendance: 5,000

\$600,000+ charity benefit to date

501c(3) Non-Profit Organization

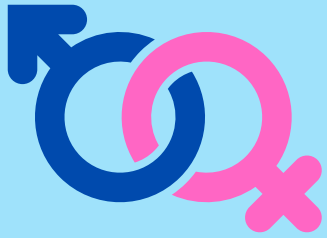
www.triangleoktoberfest.org





Audience Insights

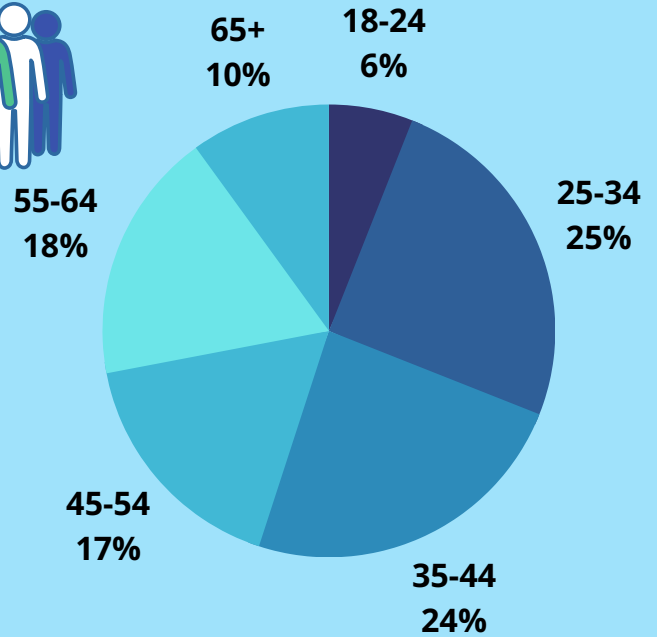
The behavioral audience "Beer Enthusiasts" provides some interesting data on the composition and brand preferences of our likely very similar audience for the Triangle Oktoberfest:



36% Female
64% Male



Age Distribution



Related Interests

- 1. Food and Drink**
- 2. Music**
- 3. Family Entertainment**
- 4. Sports and Games**
- 5. Travel and Culture**

Past Sponsors



COLDWELL BANKER
HOWARD PERRY AND WALSTON



First Citizens Bank



WARD FAMILY LAW GROUP



JMK Wealth Management
Independent Firm. Independent Strategies.

Ways to Engage your Brand



Sponsorship Assets

- Event Merchandise
- Raffles and Giveaways
- Music and Entertainment
- Employee Outings
- Venue Product Displays
- Food and Drink
- Media Interviews
- Flags and Banners
- Pre-Event Press Conference



Triangle Oktoberfest offers effective ways to engage your brand with a profitable group of consumers. Some of these ways are traditional, and some are novel.

We refer to these opportunities as **Sponsorship Assets**, and we offer a non-exhaustive list below. We also welcome your own creative ideas for how to engage your brand!

Employee Engagement

- Special Recognition at event
- Discounted Tickets
- Designated Seating





Become a Sponsor

Option 1

Select a custom list of Sponsorship Assets from the list on the previous page, or come up with your own ideas, and we'll assign a price.

Option 2

Choose from the levels of engagement listed below:

Bavarian Level Title Sponsor (1 available) \$10,000

- Naming rights for Triangle Oktoberfest
- Unlimited number of sponsorship assets/activations
- VIP Area and Parking

Munich Level Biergarten Sponsor (3 available) \$5,000

- Recognition as a Presenting Sponsor on website and social media sites
- Up to three (3) sponsorship assets/activations
- Complimentary admission, beer and brats

Partner Sponsor

***Glockenspiel* \$2,000**

***Wunderbar* \$1,500**

***Edelweiss* \$1,000**

- Recognition as Partner Sponsor on website
- One sponsorship asset/activation
- Complimentary admission, beer and brats

***Friend of Rotary* \$250 - 500**

- Same benefits as above, but may be an in-kind trade for product/service donation





Event Sponsorships

Stein Hoist Sponsor - \$2,500

Weiner Dog Race Sponsor - \$2,500

Kinderplatz Sponsor - \$2,500

Schlagen Hammer Sponsor - \$1,000

Mr. & Miss Oktoberfest Sponsor - \$1,000

Autobahn Sponsor - \$1,000

Sponsorship Coordinators:

Matthew Butterman
VerbaOptima Services
VerbaOptima@gmail.com
434-465-1179

Craig Duerr
Event Director
burgermeister@triangleoktoberfest.org
919-601-6962

Allyson Harvey
S&A Communications
aharvey@sacommunications.com
513-828-8206

