

# SPONSORSHIP PACKAGES

9TH ANNUAL



Apex Sunrise  
**Rotary**  
Club



Cary MacGregor  
**Rotary**  
Club



**FRIDAY OCT. 6 & SATURDAY OCT. 7, 2023**

[www.triangleoktoberfest.org](http://www.triangleoktoberfest.org)

# 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. This year's beneficiary is **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, their new food truck, the Wandering Wolf and Annelore's German Bakery, Brats from 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 and the much-anticipated **Mr. and Miss Oktoberfest** contest.

# MEDIA PROFILE



CBS-17 Raleigh



CBS17.com  
CBS17 mobile app  
My Carolina  
Social  
Web Page Views  
Web Visits

4.5 million+ views  
10,976 users  
20K+ impressions  
133K+ impressions  
55K  
20K +



Facebook  
Twitter  
Instagram



Cary Magazine



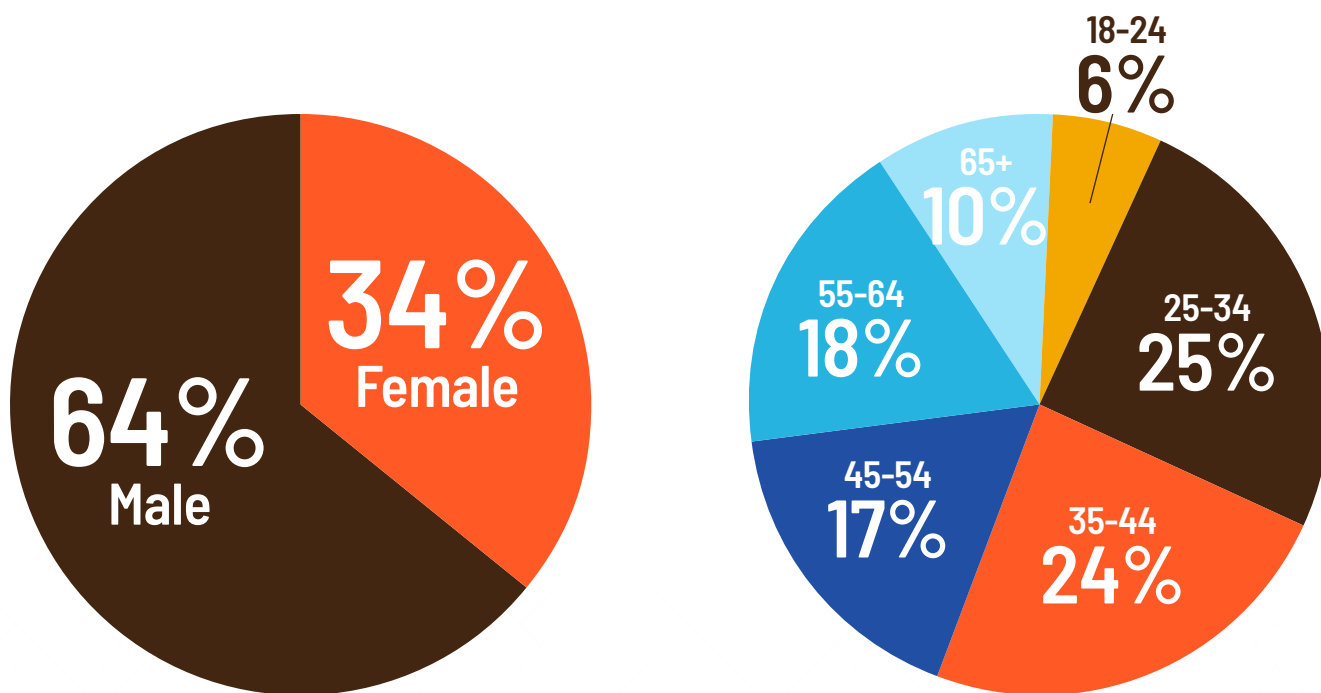
Average attendance 5,000



Charity Benefit to Date  
\$600,000+  
501c(3) Non-Profit Organizations

## 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.



## PAST SPONSORS



**COLDWELL BANKER**  
HOWARD PERRY  
AND WALSTON



**First Citizens**  
Bank



**JMK Wealth Management**  
Independent Firm. Independent Strategies.



**COMMUNICATIONS**  
outthink. outwork. outperform.

**StorrOffice**  
ENVIRONMENTS

**TOWN of CARY**



**WARD FAMILY LAW GROUP**



**WINDSOR**  
COMMERCIAL



**WithersRavenel**  
Our People. Your Success.



## SPONSORSHIP ASSETS

**Triangle Oktoberfest** offers effective ways to engage your brand with a profitable group of consumers. We give your brand the opportunity to customize your sponsorship package and tailor it to your company!

- Raffles and Giveaways
- Music and Entertainment
- Employee Outings
- Venue Product Displays
- Designated Table Space
- Company owned Flags and Banners
- Pre-Event Press Conference
- Social and Website recognition
- Opportunities for Employee Engagement
- Special Recognition at Event
- Discounted Tickets
- Designated Seating



# BECOME A SPONSOR

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## OPTION 1

Select or develop a custom list of Sponsorship Assets that works for your company. Our team can work with you to determine the best fit for your brands messaging. Price will vary based on selections.

## 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
- Includes 40 tickets for entry and 120 food/beer tickets

### MUNICH LEVEL BIERGARTEN SPONSOR (2 AVAILABLE)

**\$5,000**

- Recognition as a Presenting Sponsor on website and social media sites
- Up to three (3) sponsorship assets/activations
- 24 tickets for entry and 72 food/beer tickets"

### GLOCKENSPIEL

**\$2,000**

- Logo recognition on website and 2 tables in the Crescent
- 16 tickets for entry and 48 food/beer tickets

### WUNDERBAR

**\$1,500**

- Logo recognition on website and 1 table in the Crescent
- 12 tickets for entry and 36 food/beer tickets

### EDELWEISS

**\$1,000**

- Logo recognition on website
- 8 tickets for entry and 24 food/beer tickets

## EVENT SPONSORSHIPS

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These events experience the heaviest traffic flow during Oktoberfest and are sure to expose your brand to our large audience. These events are some of the most anticipated spectacles at Triangle Oktoberfest.

### STEIN HOIST SPONSOR

**\$2,500**

- Logo on website with link to your website and a-frame at event
- 4 tickets for entry and 12 food/drink tickets

### WEINER DOG RACE SPONSOR

**\$2,500**

- Logo on website with link to your website and a-frame at event
- 4 tickets for entry and 12 food/drink tickets

### KINDERPLATZ SPONSOR

**\$2,500**

- Logo on website with link to your website and a-frame at event
- 4 tickets for entry and 12 food/drink tickets

### SCHLAGEN HAMMER SPONSOR

**\$1,000**

- Logo on website with link to your website and a-frame at event
- 2 tickets for entry and 6 food/beer tickets

### MR. & MISS OKTOBERFEST SPONSOR

**\$1,000**

- Logo on website with link to your website and a-frame at event
- 2 tickets for entry and 6 food/beer tickets

### AUTOBAHN SPONSOR

**\$1,000**

- Logo on website with link to your website and a-frame at event
- 2 tickets for entry and 6 food/beer tickets

## SPONSORSHIP COORDINATORS

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