

THE MIGHTY Oktoberfest ON FORT ST!

2023 LINEUP



About Oktoberfest:

The Mighty Oktoberfest is an annual celebration of fall & the party keeps rolling down Fort Street all night long with the most authentic german beers, brats, burgers & MORE.

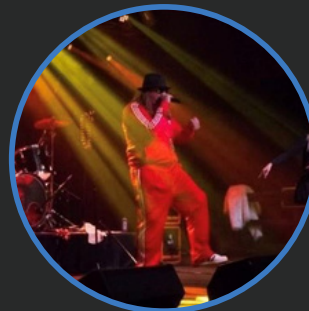
Date and Place :

Friday October 6th & Saturday October 7th
8 Fort St. Springfield, MA 01013



Berkshire
Mountain
Wanderers

Trailer
Trash



American
Badass
Kid Rock
Tribute

Jagged Little
Pam: A
Tribute to
Alanis
Morissette



Foo Fighters
Tribute



Student Prince
AND THE FORT

studentprince.com

Sponsorship Benefits



- Become a part of an exciting annual event
- Reach over 13k+ followers, additional reach of 60k+/month via our social platforms
- Showcase your brand by partnering with a Springfield Landmark
- Support your community by promoting Downtown Springfield
- Increase your brand exposure & awareness through the event itself and event promotion
- Direct contact with an audience full of engaged participants

SPONSORSHIP LEVELS AVAILABLE

Rupprecht \$5,000 (3 sponsorships available)



- **Display (1) company owned banner at main stage**
- **Inclusion in Press Release**
- **Inclusion in rotating I-91 e-sign***
- 30 tickets to be used during event duration
- Opening Ceremony Mention (Name Mention)
- Company banner displayed on Fort Street until November 1st
- Name/Logo on print/electronic promotional material
- Name Mention in Social Media postings
- Name/logo on e-blast promoting Oktoberfest
- Name/logo listed on Student Prince official website
- Name/logo listed on Student Prince restaurant monitor through end of 2023

Rudi \$3,000 (5 sponsorships available)

- **Inclusion in rotating I-91 e-sign***
- (20) tickets to be used during event duration
- Opening Ceremony Mention (Name Mention)
- Company banner displayed on Fort Street until November 1st
- Name/Logo on print/electronic promotional material
- Name Mention in Social Media postings
- Name/logo on e-blast promoting Oktoberfest
- Name/logo on all marketing materials
- Name/logo listed on Student Prince official website
- Name/logo listed on Student Prince restaurant monitor through end of 2023





Edelweiss Sponsorship \$2,000 (multiple available)

- (16) tickets to be used during event duration
- Name/Logo on print/electronic promotional material
- Name Mention in Social Media postings
- Name/logo on e-blast promoting Oktoberfest
- Name/logo listed on Student Prince official website
- Name/logo listed on Student Prince restaurant monitor through end of 2023

Heidelberg Sponsorship \$1,000 (multiple available)

- (10) tickets to be used during event duration
- Name/Logo on print/electronic promotional material
- Name Mention in Social Media postings
- Name/logo listed on Student Prince official website
- Name/logo listed on Student Prince restaurant monitor through end of 2023



Prost Sponsorship \$500 (multiple available)

- (6) tickets to be used during event duration
- Name/Logo on print/electronic promotional material
- Name Mention in Social Media postings
- Name/logo listed on Student Prince official website
- Name/logo listed on Student Prince restaurant monitor through end of 2023



Student Prince and the Fort

Oktoberfest 2023

Sponsorship Contract



Join us for the our Annual Oktoberfest Celebration on Fort Street!

Event Information:

October 6th & 7th

5-10:30pm

Friday, October 6th

Berkshire Mountain Wanderers: 5:30pm—7:00pm

Trailer Trash: 7:30pm—10:00pm

Saturday, October 7th

Berkshire Mountain Wanderers: 5:00pm—6:00pm

American Badass—Kid Rock Tribute: 6:00pm - 7:00pm

Jagged Little Pam—Tribute to Alanis Morissette: 7:15pm—8:15pm

Foo Fighters Tribute: 8:30pm—10:00pm

<u>Sponsorship Benefit</u>	<u>Rupprecht \$5,000</u>	<u>Rudi \$3,000</u>	<u>Edleweiss \$2,000</u>	<u>Heidelberg \$1,000</u>	<u>Prost \$500</u>
Sponsorship Level Availability	3	5	Multiple	Multiple	Multiple
Display company owned banner at main stage *	X	-	-	-	-
Inclusion in Press Release	X	-	-	-	-
Inclusion in rotating 1-91 e-sign	X	X	-	-	-
Tickets to event	30	20	16	10	6
Opening Ceremony Mention (Name Mention)	X	X	X	X	X
Company Banner Displayed on Fort Street until November 1st*	X	X	X	-	-
Name/Logo on print/electronic promotional material	X	X	X	X	X
Name Mention in Social Media postings	X	X	X	X	X
Name/Logo in all E-blast promotions of event	X	X	X	X	X
Name/logo listed on Student Prince official website	X	X	X	X	X
Display company name/logo digital monitors in restaurant through end of 2023	X	X	X	X	X

Please note there is no category exclusivity

* Sponsoree must provide banner & materials

Send complete/signed Contract to: info@studentprince.com

Questions? contact: (413) 734-7475

Organization: _____

Authorized Representative: _____

Title: _____

Signature: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ Phone: _____ Fax: _____

SPONSORSHIP LEVEL

_____ Rupprecht _____ Rudi _____ Edleweiss _____ Heidelberg _____ Prost

Payment Options: _____ Check _____ Charge to Credit Card

ALL SPONSORSHIPS ARE NON-REFUNDABLE. IF ANY CANCELLATIONS OCCUR—YOUR SPONSORSHIP WILL BE MOVED TO OKTOBERFEST 2024