

7th Annual

Oktoberfest

October 7th, 2017



AND  
HOME BREW  
COMPETITION

## Be A Valdez Oktoberfest & Home Brew Competition Event Sponsor Today!

The Valdez Convention & Visitors Bureau strives to highlight and promote our community thriving craft beer culture by hosting the annual Oktoberfest and Home Brew Competition.

### This is our 7<sup>th</sup> Year!

The Event attracts beer tourism, fosters knowledge of our regional brewing opportunities, and serves as a showcase for great beers, our restaurants, our bars, and other businesses not only with ties to the craft beer community.

Valdez is the perfect place to come together and showcase the craft beer community!

**This event cannot happen without your support, so we are asking everyone to help sponsor this event, all monies raised after expenses will benefit the tourism marketing efforts for the entire community of the City of Valdez.**

We will be raising money through two avenues, sponsors & from ticket sales.

The 7th Annual Oktoberfest & Home Brew Competition will be taking place at the Valdez Civic Center on Clifton Avenue. October 7<sup>th</sup> 7pm to Midnight.

Last year's Event was a great success with over 20 combined Brewers, Competitors, Judges, plus over 200 guests from Alaska and the Lower 48 States.

The Event offers Sponsors the opportunity for brand exposure, consumer interaction, and fun! Not to mention, the event supports Tourism Marketing for all of Valdez, including Alaska

Valdez Convention & Visitors Bureau is a non-profit 501 (c) 6 organization, responsible for the ongoing tourism marketing mission for the community of Valdez. 100% of the net proceeds are returned to the community by way of marketing and advertising Valdez as a preferred travel destination within Alaska.

Sponsorship benefits include:

- Enhanced exposure to a large targeted audience for your business
- Extended consumer awareness throughout the Valdez community with a lasting impression
- The opportunity to partner with the Valdez Convention & Visitors Bureau and support their tourism marketing mission
- Website & Social Media marketing prior to the event, during and after the event.

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## Commemorative Glass Sponsor – \$500 (Limit 5 Sponsors)

- 1) Company logo on official commemorative 9 oz. beer glasses. All attendees will receive one glass with event logo on one side and your logo on the other.
- 2) Company logo will have 3rd position on Oktoberfest Event Page on website [valdezalaska.org](http://valdezalaska.org) with hyperlink to sponsor web page/sponsor social media page
- 3) Company recognition in selected social media posts
- 4) Company recognition in event program
- 5) 1 Sponsor Swag Bag containing: 1 General admission ticket & 1 Glass.

**Sponsor must be signed up and Paid in full by no later than August 10, 2017. (Logo for Glasses needs to be submitted no later than August 12 for production)**

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## Silver Music Sponsor Level – \$300

- 1) **Music Area Sponsor** (limit 3 sponsors)  
Sponsor signage will be display near the live band. Signage provided by sponsor.
- 2) Company public address announcements by Band during Event
- 3) Company logo will have 3rd position on Oktoberfest Event Page on website [valdezalaska.org](http://valdezalaska.org) with hyperlink to sponsor web page/sponsor social media page
- 4) Company recognition in selected social media posts
- 5) Company recognition in event program
- 6) 1 Sponsor Swag Bag containing: 1 General admission ticket & 1 Glass.

**Sponsor must be signed up and Paid in full by no later than August 10, 2017.**

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## Brew Master Sponsor Level Packages – \$250 each.

All Brew Master Sponsors investment will include specific items outlined in your choice of sponsor packages below plus...

- a. Company logo featured on Event Home Page at valdezalaska.org website, with hyperlink to sponsor web page
  - b. Company logo featured in selected social media posts relating to package purchased.
  - c. Company Logo in event program
  - d. ONE General admission ticket
- Sponsor must be signed up and Paid in full by no later than August 10, 2017.**

**A. Brew Master Online Ticket Sponsor (Limit of 1 sponsor)**

Receive logo exposure on the online ticket purchase page.

**B. Brew Master Photo Booth Sponsor (limit of 2 sponsors)**

Drive likes to your Facebook, Instagram and Twitter accounts when people share their event photo taken at the Photo Booth. People will be encouraged through a competition to post their Oktoberfest & Home Brew Photos taken at the event and immediately posted to their Facebook, Instagram and/or Twitter accounts. Sponsor to provide Hashtag for tagging company.

**C. Brew Master Brewers Registration Sponsor (limit of 2 sponsors)**

Sponsor logo will be included on all Brewers registration forms, and confirmation emails. Sponsor banners will be displayed in the Registration area at the VCVB. Banners provided by sponsor.

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**Miscellaneous: Community Door Prize Sponsors** (unlimited through donation of Prizes)

Anyone can sponsor the door prizes through donating the gift to be handed to the winners at the event. Door Prizes are redeemed by Event Organizers announcing random ticket numbers drawn from the stubs of the general admission and tasting room tickets purchased.

**Community Door Prize Sponsors need to have their donation dropped off at the Visitors Center, 309 Fairbanks Drive Valdez, no later than September 10<sup>th</sup> to be allocated a spot within the program.**