



# OKTOBERFEST PARTNERSHIP

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BE A PART OF BRINGING THIS EXCITING EVENT TO  
OUR COMMUNITY THROUGH DYNAMIC  
PARTNERSHIP OPPORTUNITIES CUSTOMIZED TO FIT  
YOUR NEEDS

# PARTNERSHIP



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Become an integral part of a Michigan City, Indiana community event supporting local and regional businesses

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Help your business and brand obtain valuable exposure through local, regional, and national exposure

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Your brand exposed to thousands of potential customers at the events, as well as through advertising, media and online campaigns

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Promote civic spirit and support for the community

**Michigan City**



**Labor Day Weekend**

**SEPTEMBER 2-5, 2022**

**WASHINGTON PARK**

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One of Michigan City's most well-known and long-standing traditions is back. Celebrating Labor Day weekend with the event that is the single most requested event by Michigan City residents.

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Oktoberfest will feature multiple live music stages, local and regional food vendors, and art, craft and merchandise vendors from all over. This four-day event is the perfect celebration to end the summer. Oktoberfest is back!



# PARTNERSHIP OPPORTUNITIES

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- Premier Partner \$12,000 (ONE PREMIER PARTNER)
  - In all media, advertising and printed information the event will be referred to as Michigan City Oktoberfest presented by Premier Sponsor
  - Logo integration on event webpage and Facebook page with hyperlink back to corporate site
  - Premium tent/display at event (multiple locations available if requested)
  - Michigan City Oktoberfest presented by Premier Sponsor banner in primary entertainment tents
  - 4' x 6' banners throughout event (banners provided by partner)
- Elite Partner \$8,000 (2 MAXIMUM)
  - Mention in all media, advertising and printed information
  - Logo integration on event webpage and Facebook page with hyperlink back to corporate site
  - Naming rights for one primary entertainment tent (Elite Partner Tent)
  - Premium tent/display at event (multiple locations available if requested)
  - 4' x 6' banners throughout event (banners provided by partner)

# PARTNERSHIP OPPORTUNITIES

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- Gold Partner \$4,000 (2 MAXIMUM)
  - Mention in all media, advertising and printed information
  - Logo integration on event webpage and Facebook page with hyperlink back to corporate site
  - Naming rights for one primary entertainment stage (Gold Partner Stage)
  - Premium tent/display at event
  - 4' x 6' banners throughout event (banners provided by partner)
- Silver Partner \$1,000 (10 MAXIMUM)
  - Mention in all advertising and printed information
  - Logo integration on event webpage and Facebook page with hyperlink back to corporate site
  - Premium tent/display at event



# SPECIAL EVENT PARTNERSHIP

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FOR MORE INFORMATION CONTACT:

TERRY GREETHAM, DIRECTOR SPECIAL EVENTS

(219) 873-4371

[TGREETHAM@EMICHIGANCITY.COM](mailto:TGREETHAM@EMICHIGANCITY.COM)