

La Mesa OKTOBERFEST

1973 in the VILLAGE 2021



2021 GENERAL SPONSORSHIP

FRIDAY, OCTOBER 1 - SUNDAY, OCTOBER 3

More than ever, this annual community event needs support to be able to hold a safe and fully vibrant experience to bring people back to the La Mesa Village and its businesses. After the impact of 2020 and early 2021 on the events industry, the La Mesa Oktoberfest will take a collaborative effort to continue the long-standing tradition and beloved La Mesa signature weekend. This your opportunity to show your support for the La Mesa Community and help drive renewed vibrancy back to this celebrated San Diego district!

ABOUT THE EVENT

Since 1973, La Mesa Oktoberfest has been attracting over 100,000 people from across San Diego and Southern California for three FREE days of elevated family-friendly entertainment, tons of top-notch German food, live music, and of course, beer! Grab your steins and get ready to "Prost!" (Cheers!), because there's a libation to satisfy the taste of every Mann or Frau at this year's Oktoberfest. Serving up traditional German beers and delicious cocktails with a modern twist, immerse yourself in interactive experiences to get you in the Munich-mood with brat eating contests, musical chairs, yodeling contest and more!

La Mesa Oktoberfest is an elevated experience for all ages with the German Kinder Karneval, featuring a towering Ferris wheel, rock-climbing wall, massive inflatable slides, interactive art, scavenger hunts, the wiener/dachshund dog races and more! Non-stop performances by local and regional bands will top off a perfect day soaking in the La Mesa sun for revelers young and old alike with German Polka bands, indie rock jams, brass musicians and more!

The La Mesa Oktoberfest benefits the La Mesa Village Association who is dedicated to advocating for the growth and development of La Mesa Village, its businesses and associate businesses.



ATTENDEE DEMOGRAPHICS

La Mesa Oktoberfest averages over 100,000 event attendees over 3 days. Attendees consider themselves supporters of art & music who's hobbies include craft beer/ spirits, unique culinary experiences, social events, lifestyle interactions, technology and the pursuit of elevated living. They dine out five to seven times per month at a dining establishment. They are interested in financial goods and services such as mortgages and life insurance as well as investment advice.

Age

Under 21	20%
21 to 39	45%
Over 40	35%

Gender

Female	45%
Male	55%

Ethnicity

White	45%
Hispanic	35%
African American	11%
Asian	6%
Other	<3%



MARKETING

The 2021 La Mesa Oktoberfest in The Village utilizes an integrated, multi-media marketing strategy, which includes:

Print

Over 1,480,000 impressions estimated
500 posters and 8,500 postcards distributed to restaurants, retailers, coffee shops, wine bars, wineries, farmer's markets, and community events pre-event in San Diego County

Local Print Ads

Print newspaper and magazine articles and mentions
Over 125 calendar listings

Digital

Weekly Electronic Newsletters and Inclusions
6 broadcasts total = 210,000 subscriber impressions

Online articles and mentions

A revamped website, lamesaoktoberfest.org

Website banner ads

Email newsletter inclusion

Dedicated eblasts

Social Media, TV, & Radio

Social media marketing and targeted advertising

Radio promotions

Local and national media coverage
Includes pre-coverage and day-of coverage on site.

Pre-show coverage by Radio promotions

Three press releases, two calendar notices, and five media alerts



@LaMesaOktoberfest

LaMesaOktoberfest.org

**Total Estimated
PR Impression Over
5.1 Million**



SPONSOR BENEFITS

All sponsors will receive amazing exposure through the following benefits:

Key Elements:

- Designated as a sponsor of The La Mesa Oktoberfest 2021
- Ability to shape consumer attitudes by educating, entertaining and engaging a captive audience
- Brand exposure and creative marketing through experiential activations that deliver relevance and value to the consumer
- Creative marketing through digital platforms and on-site activations
- Potential for on-going mutually beneficial relationship and partnership with McFarlane Promotions
- First right of refusal to sponsor the La Mesa Oktoberfest 2022

Pre-Event Exposure:

- Company name/logo included
 - On the event website
 - In all releases and promotional communication including press releases, calendar notices, media alerts, eblasts, social media and all press kits
 - In all advertisements including newspaper/magazine mentions including; San Diego Reader, Pacific Magazine, CityBeat, etc.
 - On all print collateral materials including, but not limited to the following: Flyers - 20,000 | Posters - 200 | Online Event Program
 - In an extensive social media campaign through the La Mesa Oktoberfest accounts and partner platforms with opportunity for paid boosting

- The opportunity to have your product highlighted at the pre-event radio promotions at a La Mesa venue
- Opportunity to place advertisement or coupon with-in the online event program
- Opportunity to have a banner ad on the event website
- Opportunity to have a banner ad in an e-blast to over 35,000 recipients promoting the event.

On-Site & Post Event Exposure:

- Company name and logo featured on event signage
- Company name mentioned on stage at event

WE ARE A COMMUNITY!

For the success of the event and to maximize your investment as a sponsor align your brand with the La Mesa Oktoberfest through digital marketing.

There is strength in numbers and we look to our vendors, participants and sponsors to help build a strong social community.





SPONSORSHIP PACKAGES

TITLE SPONSORSHIP

\$25,000

- Company logo incorporated into the event logo
- Recognition as Title Sponsor anywhere the event name/logo is used
- A minimum of 10 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to hang branded event signage within venue (Sponsor to provide signage)
- 30 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- Space for a 20x40 activation
- 10 street decal stickers throughout event

PRESENTING SPONSORSHIP BEER

\$20,000 + STEINS

- Designate your company as the Official Beer Sponsor for the event
- Recognition as Presenting Sponsor anywhere the event name/logo is used
- A minimum of 10 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 20 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- Space for a 20x20 activation
- 10 street decal stickers throughout event

PRESENTING SPONSORSHIP GENERAL

\$15,000

- Recognition as Presenting Sponsor anywhere the event name/logo is used
- A minimum of 8 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Opportunity to hang branded event signage within venue (Sponsor to provide signage)

- 20 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- Space for a 20x20 activation
- 10 street decal stickers throughout event

PRESENTING SPONSORSHIP LIQUOR

\$10,000 + WRISTBANDS FOR 21+

- Designate your company as the Official Liquor Sponsor for the event
- Recognition as Presenting Sponsor anywhere the event name/logo is used
- A minimum of 10 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 20 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- Space for a 20x20 activation
- 10 street decal stickers throughout event

MAIN STAGE SPONSORSHIP

\$10,000

- Recognition as the Main Stage Sponsor anywhere the Main Stage is mentioned
- A minimum of 6 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 10 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- Company name/logo recognition on the Main Stage signage as Main Stage Sponsor
- 5 street decal stickers throughout event

SPONSORSHIP PACKAGES

PALM AVENUE BIERGARTEN SPONSORSHIP

\$7,500

- Recognition as the Palm Avenue Bier Hall anywhere it is mentioned – including website and on-site signage
- A minimum of 6 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 8 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- 8 street decal stickers throughout event

CRAFT BIER & SPIRITS GARTEN SPONSORSHIP

\$7,500

- Recognition as the Craft Bier & Spirit Garten anywhere it is mentioned – including website and on-site signage
- A minimum of 6 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 8 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- Opportunity to distribute a branded take-away item
- 8 street decal stickers throughout event

KINDER KARNEVAL SPONSORSHIP

\$5,000

- Recognition as the Children's Area Sponsor anywhere it is mentioned – including website and on-site signage
- A minimum of 4 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 5 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- 10x10 activation space at the event
- 8 street decal stickers throughout event

TROLLEY SPONSORSHIP

\$5,000

- Recognition as the Trolley Sponsor anywhere transportation is mentioned – including website and releases
- A minimum of 4 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Logo inclusion on MTS bus decals leading up to the event
- 10x10 activation space at the event
- 8 street decal stickers throughout event

FERRIS WHEEL SPONSORSHIP

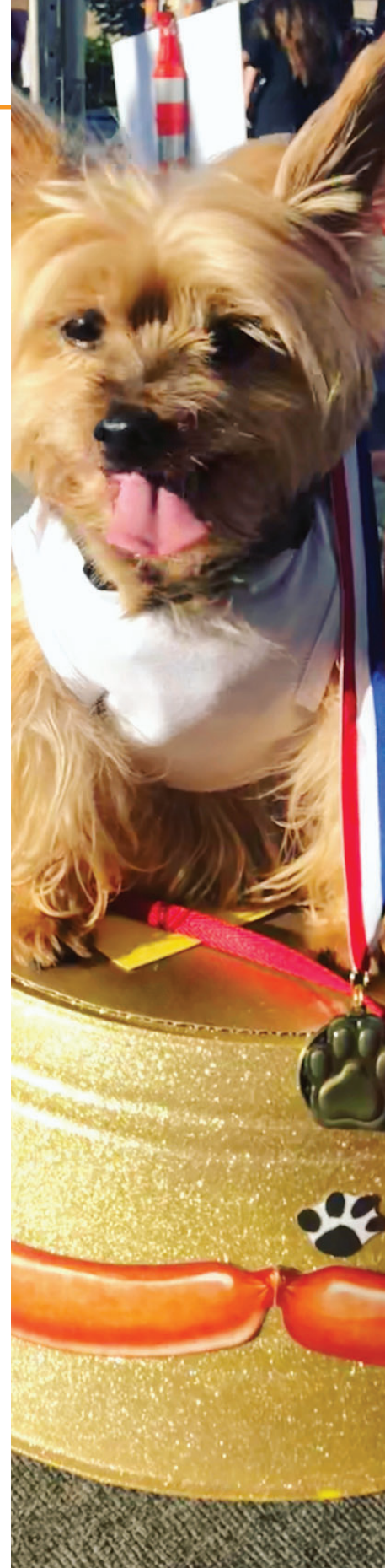
\$5,000

- Recognition as the Ferris Wheel Sponsor anywhere it is mentioned – including website and on-site signage
- A minimum of 4 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 5 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- 10x10 activation space at the event
- 8 street decal stickers throughout event

DACKELDORF DACHSHUND VILLAGE SPONSORSHIP

\$5,000

- Recognition as the Dackeldorf Dachshund Village anywhere it is mentioned – including website and on-site signage
- A minimum of 4 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 5 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- 10x10 activation space at the event
- 8 street decal stickers throughout event





SPONSORSHIP PACKAGES

GLUCKLICH GAMES SPONSORSHIP \$5,000

- Recognition as the Glucklich Games anywhere it is mentioned – including website and on-site signage
- A minimum of 4 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 5 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- 10x10 activation space at the event
- 8 street decal stickers throughout event

FOOD TRUCK ALLEY SPONSORSHIP \$3,500

- Recognition as the Food Truck Alley sponsorship anywhere it is mentioned – including website and on-site signage
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 5 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- 6 street decal stickers throughout event

COMMUNITY DANCE FLOOR SPONSORSHIP \$3,500

- Recognition as the Community Dance Floor Sponsor anywhere it is mentioned – including website and on-site signage
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 5 VIP tickets giving front of the line privileges, complimentary drinks, parking and more
- 6 street decal stickers throughout event

COMMUNITY PARTNER SPONSORSHIP \$3,500

- Recognition in event promotions and on-site signage as a Community Partner
- A minimum of 1 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 12 street decal stickers throughout the event venue
- 10x10 activation space at the event

COMMUNITY PARTNER SPONSORSHIP \$2,500

- Recognition in event promotions and on-site signage as a Community Partner
- A minimum of 1 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 6 street decal stickers throughout the event venue
- 10x10 activation space at the event

COMMUNITY PARTNER SPONSORSHIP \$1,000

- Recognition in event promotions and on-site signage as a Community Partner
- 6 street decal stickers throughout the event venue

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SPONSORSHIP REGISTRATION

- ☐ TITLE SPONSORSHIP - \$25,000
- ☐ PRESENTING SPONSORSHIP BEER - \$20,000 + STEINS
- ☐ PRESENTING SPONSORSHIP GENERAL - \$15,000
- ☐ PRESENTING SPONSORSHIP LIQUOR - \$10,000 + WRISTBANDS FOR 21+
- ☐ MAIN STAGE SPONSORSHIP - \$10,000
- ☐ PALM AVENUE BIERGARTEN SPONSORSHIP - \$7,500
- ☐ CRAFT BIER & SPIRITS GARTEN SPONSORSHIP - \$7,500
- ☐ KINDER KARNEVAL SPONSORSHIP - \$5,000
- ☐ TROLLEY SPONSORSHIP - \$5,000
- ☐ FERRIS WHEEL SPONSORSHIP - \$5,000
- ☐ DACKELDORF DACHSHUND VILLAGE SPONSORSHIP - \$5,000
- ☐ GLUECKLICH GAMES SPONSORSHIP - \$5,000
- ☐ FOOD TRUCK ALLEY SPONSORSHIP - \$3,500
- ☐ COMMUNITY DANCE FLOOR SPONSORSHIP - \$3,500
- ☐ COMMUNITY PARTNER SPONSORSHIP - \$3,500
- ☐ COMMUNITY PARTNER SPONSORSHIP - \$2,500
- ☐ COMMUNITY PARTNER SPONSORSHIP - \$1,000

All terms and conditions accepted by the Sponsor:

Signature: _____ Date: _____

Please print name: _____

Company name: _____ Title: _____

Phone: _____ Fax: _____

Address: _____

City, State & Zip: _____

Email: _____

Twitter: _____ Instagram: _____

Facebook: _____

All terms and conditions accepted by La Mesa Oktoberfest:

Signature: _____

Date: _____

Please print name: _____

Company name: _____ Title: _____

Phone: _____ Fax: _____

Full payment is due no later than September 1st, 2021.

Checks to be made payable to La Mesa Oktoberfest, Inc.
and mailed to: 656 Fifth Avenue, Suite B, San Diego, CA 92101.

Credit cards are accepted for payment with a 3% processing fee.





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