

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**





GOLD SPONSORSHIP

SUPPORT THE LA MESA OKTOBERFEST & BECOME A GOLD SPONSOR!

The La Mesa Oktoberfest Gold Sponsorship program is a great partnership for vendors of the La Mesa community. The program is designed to help raise funds for the La Mesa Village Association and to drive awareness for the La Mesa Village and the businesses within the Village. In return for your financial support, we promote to the entire La Mesa Village restaurant and retail community that they should use our Gold Sponsors before seeking elsewhere.

\$3,000

- Logo inclusion on event website
- Listing in the Event Program
- Advertisement in the online event program
- Recognition on event signage
- Inclusion in a minimum of (3) social media posts

\$2,000

- Logo inclusion on event website
- Listing in the Event Program
- Advertisement in the online event program
- Inclusion in a minimum of (2) social media posts

\$1,000

- Logo inclusion on event website
- Listing in the Event Program
- Inclusion in a minimum of (1) social media posts

\$500

- Logo inclusion on event website
- Listing in the Event Program

INVESTING & BENEFITS

	\$3,000	\$2,000	\$1,000	\$500
LOGO INCLUSION ON EVENT WEBSITE	●	●	●	●
LISTING IN EVENT PROGRAM	●	●	●	●
ADVERTISEMENT IN THE ONLINE EVENT PROGRAM	●	●		
RECOGNITION ON EVENT SIGNAGE	●			
INCLUSION IN SOCIAL MEDIA POSTS	3	2	1	

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