



**GENERAL SPONSORSHIP**

# La Mesa OKTOBERFEST

1973 **THE VILLAGE** 2019



**OCTOBER 4TH - OCTOBER 6TH**  
**LA MESA OKTOBERFEST 2019 - IN THE VILLAGE**

# ABOUT THE EVENT

Celebrating its 46th year in 2019, the locally loved La Mesa Oktoberfest is going back to its roots to bring guests more entertainment, more vendors, more beer, and more "Prost!" (Cheers!) than ever before. Under the direction of the La Mesa Village Association, this year's fest will showcase a revitalized and elevated experience for all ages on Friday, October 4th through Sunday, October 6th.

What makes La Mesa Oktoberfest special is not only its longstanding history as a community staple event, but the reach it has across generations of fest-goers with offerings for attendees of all ages. For the adults, Oktoberfest La Mesa boasts a full biergarten serving up plenty of German beer and craft beer favorites along with a full stage of live German music and entertainment. Following the success of new elements in 2018, in 2019, get in the spirit at the craft spirit garden, offering up sips of superb craft cocktails and spirits while enjoying the sounds of festive music throughout the day and night.

Revelers young and old alike will enjoy a full entertainment lineup across three stages, including traditional German music, local bands, and community performances Friday, Saturday, and Sunday. Don't miss this time honored tradition as downtown La Mesa is transformed into a German paradise – hold on to your Lederhosen – 2019 is going to be one for the books!

We are pleased to invite you to join us at the La Mesa Oktoberfest 2019! This is an amazing opportunity to gain valuable exposure to more than 100,000 local residents and visitors who attend the event each year. To keep the event unique and traditional, accepted vendors will contribute to the overall theme of the event by showcasing German-style craft pieces and European foods & snack.

Please contact us if you are a good fit for this event! As a community we can make the La Mesa Oktoberfest truly one-of-a-kind.

OVER	OVER
100,000	35,000
ATTENDEES	EBLAST SUBSCRIBERS

## BENEFICIARY

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.

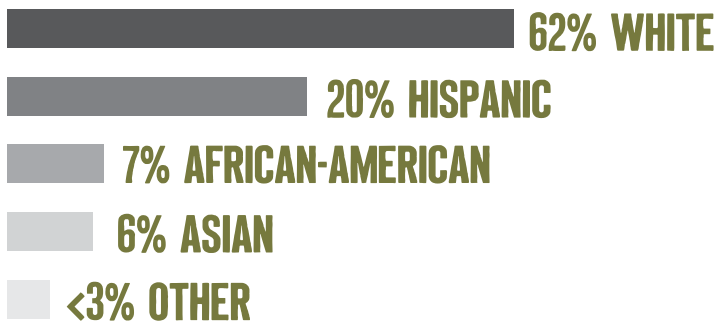


# DEMOGRAPHICS

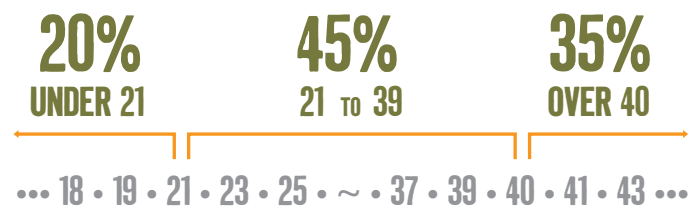
## CHARACTERISTICS

- Consider themselves supporters of art & music
- Dines out five to seven times per month at a dining establishment
- Hobbies include craft beer/spirits, unique culinary experiences, social events, lifestyle interactions, technology and the pursuit of elevated living
- Is seeking financial goods and services such as mortgages, life insurance, and investment advice

## ETHNICITY



## AGE BREAKDOWN:



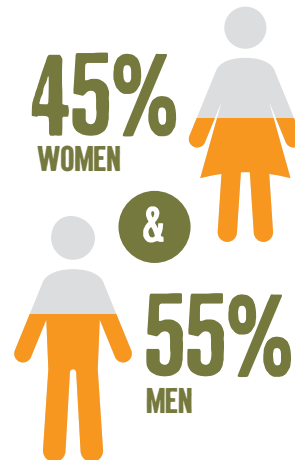
# SOCIAL MEDIA OUTLINE

- Curated content optimized for audience engagement
- Audience engaged through content, conversation, and giveaways
- Targeted boosted posts to specific demographic audiences regionally and beyond
- Targeted Facebook ads focused on engagement and awareness
- A boosted Facebook Events Page
- Local awareness campaigns targeting visitors to the La Mesa Village area after visiting
- Strong presence on Instagram with cohesive branding and imagery
- Targeted boosted posts to specific demographic audiences regionally and beyond
- Contests across platforms for additional exposure
- Various Snapchat filters with opportunity for sponsor branding for three days of the event in various locations

## ANNUAL ATTENDANCE

100,000 / 3 DAYS

## GENDER



# MARKETING OUTLINE

THE 2019 LA MESA OKTOBERFEST IN THE VILLAGE WILL UTILIZE AN INTEGRATED MARKETING STRATEGY, WHICH WILL INCLUDE:

- Weekly Electronic Newsletters and Inclusions
  - 6 broadcasts total = 210,000 subscriber impressions
- Print, radio, and online advertising
  - 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
- Social media marketing and targeted advertising
- Print local ads
- Website banner ads
- Email newsletter inclusion
- Dedicated eblasts
- Radio promotions
- A revamped website, [lamesaoktoberfest.org](http://lamesaoktoberfest.org)

## DIGITAL/PRINT ADVERTISING

- Ranch & Coast
- 101 Things to Do
- Pacific Magazine
- The Reader
- SDGLN
- RAGE
- San Diego Citybeat
- WHERE SD
- Red Trike
- San Diego Ville
- FOX 5
- So Cal Pulse
- Pacific Magazine
- Just My Ticket
- City Beat
- SDGLN
- RAGE
- FOX 5
- Locale Magazine
- San Diego Ville
- The Reader
- 101 Things To Do
- Just My Ticket
- San Diego Home & Garden Lifestyles
- San Diego Magazine
- San Diego CityBeat
- Pacific Magazine
- Ranch & Coast
- SDGLN
- RAGE
- The Reader
- Yelp
- Where SD
- San Diego Ville
- San Diego Family Magazine
- DoSD
- East County Magazine
- La Mesa Courier
- Mission Times Courier
- Local Umbrella Newspaper
- MTS
- San Diego Tourism Authority

## RADIO PROMOTIONS

- 933
- Star 94.1
- JAMN
- KOGO
- KYXY
- KGB
- ROCK
- 91X
- MAGIC 92.5
- z90
- 94.9
- MAX FM
- MIGHTY 1090
- 100.7 KFMB
- 760 KFMB AM
- Radio Latina
- Pulsar
- Invasora



# PUBLIC RELATIONS

THE 2019 LA MESA OKTOBERFEST WILL UTILIZE CLOSE MARKET TIES WITH LOCAL REPORTERS AND NEWS STATIONS TO COORDINATE COVERAGE OF THE EVENT.

- Garnering 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
- Weekly Electronic Newsletters and Inclusions
  - 6 broadcasts total = 210,000 subscriber impressions
- Online articles and mentions
- Print newspaper and magazine articles and mentions
- Over 125 calendar listings
- Total estimated PR Impression = 5,172,420+

## CALENDAR LISTINGS

- ABC 10 News San Diego
- Discover SD
- Event Setter
- Eventful
- FINE Magazine
- Fox 5 San Diego
- KPBS.org
- Local Wine Events
- NBC 7 San Diego
- OC Register
- San Diego Magazine
- UT San Diego
- Yelp, and more.

## PRINT NEWSPAPER & MAGAZINE ARTICLES & MENTIONS

- Westways Magazine
- San Diego Union Tribune
- Ranch & Coast
- San Diego Magazine
- San Diego Home & Garden
- San Diego Downtown News
- Pacific Magazine and more.

## LOCAL & NATIONAL MEDIA COVERAGE

- CBS 8
- CW 6
- FOX 5
- NBC
- KUSI 9

## ONLINE ARTICLES & MENTIONS

- San Diego Magazine
- San Diego Union Tribune
- Locale Magazine
- NBC 7 San Diego
- Pacific Magazine
- CBS 8
- San Diego CityBeat
- San Diego Downtown News
- SD Entertainer and others

# SPONSOR BENEFITS

## THIS SECTION IS INCLUDED FOR ALL PACKAGES

ALL SPONSORS WILL RECEIVE AMAZING EXPOSURE THROUGH THE FOLLOWING BENEFITS:

### KEY ELEMENTS:

- Designated as a sponsor of The La Mesa Oktoberfest 2019
- 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

### PRE-EVENT EXPOSURE:

- First right of refusal to sponsor the La Mesa Oktoberfest 2019
- 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

## GETTING GREAT EXPOSURE!

All sponsors are asked to promote the event through tools available to company, including but not limited to social media, eblasts, website, etc

Sponsor exposure level will vary based on level of commitment.

# PACKAGES

## SEE NEXT PAGE FOR FULL BENEFITS!

**TITLE SPONSORSHIP**  
\$25,000

**PRESENTING SPONSORSHIP**  
\$15,000 (2 YEAR AGREEMENT)

**MAIN STAGE SPONSORSHIP**  
\$10,000

**BEER SPONSORSHIP**  
\$10,000

**COMMUNITY STAGE SPONSORSHIP**  
\$7,500

**CHILDREN'S STAGE SPONSORSHIP**  
\$5,000

**FOOD TRUCK ALLEY SPONSORSHIP**  
\$3,500

**COMMUNITY PARTNER SPONSORSHIP**  
\$3,500

**COMMUNITY PARTNER SPONSORSHIP**  
\$2,500

**COMMUNITY PARTNER SPONSORSHIP**  
\$1,000

Contact [jenna@mcfarlanepromotions.com](mailto:jenna@mcfarlanepromotions.com) to schedule a time to discuss the endless opportunities!

# PACKAGES

## SO, WHERE DO WE GO FROM HERE?

Contact [jenna@mcfarlanepromotions.com](mailto:jenna@mcfarlanepromotions.com) to schedule a time to discuss the endless opportunities!

### NEED TO CUSTOMIZE A PACKAGE? LET'S TALK.

These packages are just the starting point for our conversation! We are happy to design a custom package for you based on your company brand.

#### **\$25,000 TITLE SPONSORSHIP**

- 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
- 10 Bier & Brunch tickets
- Opportunity to distribute a branded take-away item

#### **\$15,000 + WRISTBANDS FOR 21+ (2 YEAR AGREEMENT) PRESENTING SPONSORSHIP**

- Your product(s) featured throughout the event in beverage gardens and general area as exclusive liquor, water and kombucha
- Liquor tent in the Hofbrauhaus Biergarten to serve cocktails
- Space for a 30x40 activation within the Hofbrauhaus Biergarten beverage garden
- Ten brands will be featured in the Oktoberfest Craft Spirit Garden.
- Your waters/kombucha products highlighted at 3 - Oasis Stations throughout the event for all ages to purchase.
- Purchase of all product
- Distiller to be on site for some portion of the event to speak with guests
- 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, promoter to finalize locations)
- 20 VIP tickets giving front of the line privileges, complimentary drinks, parking and more for each day
- Opportunity to distribute a branded take-away item
- 2 year sponsorship and first right of refusal for 2019

#### **\$10,000 + MUGS MAIN STAGE SPONSORSHIP**

- 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
- 4 Bier & Brunch tickets
- Opportunity to distribute a branded take-away item
- Company name/logo recognition on the Main Stage signage as Main Stage Sponsor
- Your product featured in specials at 5 participating La Mesa bar/restaurants

#### **\$10,000 BEER SPONSORSHIP**

- Designate your company as the Official Beer Sponsor for The La Mesa Oktoberfest 2019
- 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
- 6 Bier & Brunch tickets
- Opportunity to distribute a branded take-away item
- Company brands featured at the Bier & Brunch meal pairing
- Opportunity to provide a brand representative to speak at the Bier & Brunch on tasting notes

#### **\$7,500 COMMUNITY STAGE SPONSORSHIP**

- Recognition as the Community Stage Sponsor anywhere the Community Stage is mentioned
- 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
- 2 Bier & Brunch tickets
- Opportunity to distribute a branded take-away item
- Company name/logo recognition on the Community Stage signage as Community Stage Sponsor

#### **\$5,000 CHILDREN'S STAGE SPONSORSHIP**

- Recognition as the Children's Stage Sponsor anywhere the Children's Stage is mentioned
- 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
- 2 Bier & Brunch tickets
- Opportunity to distribute a branded take-away item
- Company name/logo recognition on the Children's Stage signage as Children's Stage Sponsor

#### **\$3,500 FOOD TRUCK ALLEY SPONSORSHIP**

- Recognition in event promotions and on-site signage as the Food Truck Alley Sponsor
- A minimum of 3 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
- Company name/logo recognition on the Food Truck Alley signage as the area sponsor
- 10 street decal stickers throughout Food Truck Alley

#### **\$3,500 COMMUNITY PARTNER SPONSORSHIP**

- 10x10 booth at event for company promotions/sales
- Recognition in event promotions and on-site signage as a Community Partner
- A minimum of 3 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 14 street decal stickers throughout the event venue

#### **\$2,500 COMMUNITY PARTNER SPONSORSHIP**

- 10x10 booth at event for company promotions/sales
- Recognition in event promotions and on-site signage as a Community Partner
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- 10 street decal stickers throughout the event venue

#### **\$1,000 COMMUNITY PARTNER SPONSORSHIP**

- 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

# SPONSORSHIP REGISTRATION

- ☐ TITLE SPONSORSHIP - \$25,000
- ☐ PRESENTING SPONSORSHIP - \$15,000 (2 YEAR AGREEMENT)
- ☐ MAIN STAGE SPONSORSHIP - \$10,000
- ☐ BEER SPONSORSHIP - \$10,000
- ☐ COMMUNITY STAGE SPONSORSHIP - \$7,500
- ☐ CHILDREN'S STAGE SPONSORSHIP - \$5,000
- ☐ FOOD TRUCK ALLEY 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, 2019.  
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.



# CREDIT CARD AUTHORIZATION

Cardholders Name (Please Print): \_\_\_\_\_

\_\_\_\_\_  
Credit Card Type (Visa, MC, Discover ONLY)

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date

Amount to be charged: \$ \_\_\_\_\_

Card Identification Number (last 3 digits located on the back of the credit card): \_\_\_\_\_

Billing Address for Credit Card: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_