

Oktoberfest - Prost Y'all

Sponsorship Opportunities

Join us for **Oktoberfest – Prost Y'all!** on **Saturday, September 26, from 1 PM–8 PM** in Downtown Raleigh for a festive halfway-to-Brewgaloo celebration. Enjoy craft beer from breweries across North Carolina, delicious food trucks, local vendors, live music, and plenty of Oktoberfest fun. Test your skills in traditional Oktoberfest activities like stein holding competitions, pretzel eating contests, and keg-inspired games while soaking up the lively atmosphere. Whether you're a craft beer enthusiast, foodie, or simply looking for a fun day out with friends and family, Oktoberfest – Prost Y'all! offers something for everyone. Raise a glass, celebrate local, and get a taste of what's to come at Oktoberfest!



Ultimate Stein Champion - \$10,000

1 available

- Ability to include promotional offer and message in confirmation email sent to all ticket purchasers
- Option to have up to a 10×30 brand activation space
- 'Thank you' announcement from stage for your sponsorship
- Mention in press release
- Minimum of 5 shout-outs on Facebook, Twitter, and/or Instagram pages
- Logo Inclusion On:
 - Brewery signs displayed at each brewery tent
 - Acrylic keepsake glass
 - Festival map
 - Side banners on music stages
 - Backdrop banners for both music stages
 - Event t-shirt
 - Sidebar of all Oktoberfest web pages with hyperlink
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets & Swag: *These items can be for your personal use or used as a promotional giveaway for your brand.*
 - 5 Oktoberfest Swag Bundles: Each bundle includes a Freaker beer koozie, pop-socket, festival t-shirt, & commemorative glass
 - 200 drink tickets for use at Saturday's event (\$200 value; 2 tickets = sample, 5 tickets = pint)

das Armband - Wristband - \$3,500

1 available

- Option to have a 10×20 brand activation space
- 'Thank you' announcement from stage
- Mention in press release
- Minimum of 4 shout-outs on Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Attendee wristband
 - Festival map
 - Backdrop banners for both music stages
 - Event t-shirt
 - Sidebar of all Oktoberfest web pages with hyperlink

- Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets & Swag: *These items can be for your personal use or used as a promotional giveaway for your brand.*
 - 4 Oktoberfest Swag Bundles: Each bundle includes Freaker beer koozie, pop-socket, festival t-shirt, & commemorative pint glass
 - 100 drink tickets for use at Saturday's event (\$100 value; 2 tickets = sample, 5 tickets = pint)

Prost Partner – \$2,500

5 Available

- Option to have a 10×20 brand activation space
- Logo Inclusion On:
 - Acrylic keepsake glass
 - Attendee wristband
 - Festival map
 - Backdrop banners for both music stages
 - Event t-shirt
 - Sidebar of all Oktoberfest web pages with hyperlink
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Social media recognition
- Event signage inclusion
- Tickets & Swag: *These items can be for your personal use or used as a promotional giveaway for your brand.*
 - 5 Oktoberfest Swag Bundles: Each bundle includes Freaker beer koozie, pop-socket, festival t-shirt, & commemorative pint glass
 - 200 drink tickets for use at Saturday's event (\$200 value; 2 tickets = sample, 5 tickets = pint)

Biergarten - Brewer's Hospitality - \$2000

- Sponsorship provides a meal for all brewers & their staff
- Option to have promotional items in brewery gift bags
- 'Thank you' announcement from stage for your sponsorship
- Mention in press release
- A minimum of 1 shout-out on Facebook, Twitter and/or Instagram pages

- Logo Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
 - Email newsletter dedicated to brewery staff with bio about your brand
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 25 drink tickets for use at Saturday's event (\$50 value; 2 tickets = sample, 5 tickets = pint)

~~die Toilette~~ - \$1500 (*Sold 2026)

1 available

- Poster with logo, company slogan, and/or QR code on door of every Port-a-Potty & handwashing station at event
- 'Thank you' announcement from stage for your sponsorship
- Mention in press release
- A minimum of 2 shout-outs on Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 50 drink tickets for use at Saturday's event (\$50 value; 2 tickets = sample, 5 tickets = pint)

Water Station Sponsor - \$1000

4 available - Sponsor all 4 for \$2,500!

Water Monsters are equivalent to 1000 water bottles and will help the festival in going green.

- Branded Water Monster at event with logo and QR code
- 'Thank you' announcement from stage for your sponsorship
- Mention in press release
- A minimum of 1 shout-out on Facebook, Twitter and/or Instagram pages

- Logo Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 25 drink tickets for use at Saturday's event (\$25 value; 2 tickets = sample, 5 tickets = pint)

“Masskrugstemmen” Game Sponsor - \$750

- Branded set of stein cups placed out at Saturday's event with logo and QR code
- 'Thank you' announcement from stage
- Mention in press release
- A minimum of 1 shout-out on Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 25 drink tickets for use at event (\$25 value; 2 tickets = sample, 5 tickets = pint)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*

Brezel- Pretzel Eating Contest - \$750

- Large, German style pretzel eating contest during performances
- 'Thank you' announcement from stage for your sponsorship
- Mention in press release

- A minimum of 1 shout-out on Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 25 drink tickets for use at event (\$25 value; 2 tickets = sample, 5 tickets = pint)
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*

Ein Prosit der Gemütlichkeit! - “ A Toast to Cozy Friendliness” - \$500

- 10x10 Booth Space for non-local retail merchants
- ‘Thank you’ announcement from stage for your sponsorship
- Mention in press release
- A minimum of 1 shout-out on Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Name Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 10 drink tickets for use at event (\$10 value; 2 tickets = sample, 5 tickets = pint)

Kumpel - Buddy - \$250

- 'Thank you' announcement from stage for your sponsorship
- Mention in press release
- A minimum of 1 shout-out on Facebook, Twitter and/or Instagram pages
- Logo Inclusion On:
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Name Inclusion On:
 - Backdrop banners for both music stages
 - Event t-shirt
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 5 drink tickets for use at Saturday's event (\$5 value; 2 tickets = sample, 5 tickets = pint)

Bierclub - \$100

- Logo Inclusion On:
 - Event sponsor page with hyperlink

Media Partners - In Kind Sponsorship

In exchange for promotion of Oktoberfest through your media outlet, you will receive:

- Logo Inclusion On:
 - Event sponsor page with hyperlink
 - E-newsletter promotions
 - Facebook sponsor photo album with tag
- Tickets: *Tickets can be for your personal use or used as a promotional giveaway for your brand.*
 - 5 drink tickets for use at event (\$5 value; 2 tickets = sample, 5 tickets = pint)