



ViennaTysons®
Regional Chamber of Commerce

Oktoberfest 2011
Saturday, October 1, 2011, Historic Church Street in Vienna
SPONSORSHIP OPPORTUNITIES PACKET

Dear Potential Sponsor,

Announcing the ViennaTysons Regional Chamber of Commerce® **Fourth** Annual Oktoberfest!

Oktoberfest 2011 will be held on **Saturday, October 1, 2011 from 11 a.m. – 7 p.m.** on the Town Green and historic Church Street in the heart of Vienna, VA. The event will feature live entertainment on two stages (a main stage and children's stage), beer garden, food vendor area, live music, children's activities, and a festival marketplace.

This event provides an ideal venue to showcase your support of the Community and, of course, your business. You'll have the opportunity to personally interact with 1000's of potential new customers. This is an incredibly affordable way to do marketing, outreach and publicity for your business, all while having fun!

Last year we sold out of booth space. We have already heard from most of the vendors from 2010 where the crowd was estimated at 25,000 attendees!

Sponsorships are limited, so please don't delay and miss out on this fabulous opportunity. If you have any questions, please do not hesitate to contact the following individuals:

Festival Chair	Carolyn Warrick	703-934-4626
Non-Food Vendor/Sponsor Chair	Rebecca Diamond	703-568-1911
Food Vendor Chair	Ed Rowan	703-480-5120
The Chamber Office	info@vtrcc.org	703-281-1333

We look forward to your Sponsorship and participation in

OKTOBERFEST!



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Event Sponsor **SOLD Govan Builders**

1 Available

\$3,500 member - \$4,000 non-member

- Ability to display company owned banner + 4 additional signs in prominent event locations. Signs may not infringe on other sponsor designated areas
- Company name and logo on banner to be flown over Maple Avenue for one week prior to event – Sponsor, VTRCC and TOV names and logos are the only ones to appear on the banner
- Company name and logo on sandwich board signs advertising event. Event Sponsor, VTRCC and TOV name and logo will be the only ones placed on the sandwich board signs
- Name and logo in all print advertisements, posters, event brochure/map and web banners
- Two adjoining vendor booth spaces provided in main non-food vendor area.
- Name and logo on VTRCC website and in email blasts to all chamber members and friends of the chamber – logo will link to sponsor's website

Beer Garden Sponsor **SOLD Homeward Deployed**

1 Available

\$2,500 member - \$3,000 non-member

- Ability to display company owned sign(s) and/or banner(s) at entrance to beer garden and one at each beer distribution point - all signage must be limited to Beer Garden area
- Vendor booth provided in main, non-food vendor area
- Logo in all print advertisements, posters and event brochure/map
- Logo on the VTRCC website event notice and event email blasts – logo will link to sponsor's website

Main Stage Sponsor **SOLD Access National Mortgage**

1 Available

\$1,250 member - \$1,750 non-member

- Prominent placement of Main stage in main festival or beer garden area for maximum exposure
- Ability to display company owned sign or banner on, near or over main stage - all signage must be limited to Main Stage area
- Vendor booth provided in main, non-food vendor area or beside stage
- Logo in all print advertisements, posters and event brochure/map
- Logo on the VTRCC website event notice and event email blasts – logo will link to sponsor's website

Children's Stage Sponsor **SOLD Dr. Allen Garai - Orthodontist**

1 Available

\$1,250 member - \$1,500 non-member

- Children's Stage will be located on Vienna Town Green
- Ability to display company owned sign or banner on, near or over Children's Stage
- Vendor booth provided in main non-food vendor area or next to Children's Stage
- Logo in all print advertisements, posters and event brochure/map
- Logo on the VTRCC website event notice and event email blasts – logo will link to sponsor's website



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Laser Tag Sponsor **SOLD Carolyn Does Quickbooks**

1 Available

\$1,250 member - \$1,500 non-member

- Ability to display company owned signs and/or or banner at Laser Tag area
- Vendor booth provided in main non-food vendor area
- Logo in all print advertisements, posters and event brochure/map
- Logo on the VTRCC website event notice and event email blasts – logo will link to sponsor's website

Sound Equipment for Main Stage Sponsor **SOLD American Disposal Services**

1 Available

\$850 non-member/\$750 member

- Ability to display company owned signs and/or or banner on Sound equipment tent
- Logo on event brochure/map
- Logo on the VTRCC website event notice and event email blasts and the viennaoktoberfest.com website – logo will link to sponsor's website

German Band Sponsor **SOLD Décor by Denise**

1 Available

\$750 member- \$850 non-member

- Ability to display company owned sign beside stage
- Ability to display marketing materials, hand out literature, provide give-aways and network with patrons at stage while German Band is playing
- Logo in all print advertisements, posters and event brochure/map
- Logo on the VTRCC website event notice and event email blasts – logo will link to sponsor's website

Beverage Sponsor **SOLD Asset Construction Services/Wells Fargo Bank**

2 Available – one Outside Beer Garden and one inside Beer Garden

\$750 member- \$850 non-member

- Ability to display company owned signs and/or or banner at beverage sales area
- Ability to display marketing materials, hand out literature - give-aways at Beverage Sales area
- Logo in all print advertisements, posters and event brochure/map
- Logo on the VTRCC website event notice and event email blasts – logo will link to sponsor's website
- All beverage booth supplies and beverage sales will be handled by VTRCC
- Included in your sponsorship are a tent, covered table and 2 chairs for the booth for outside the Beer Garden only - Inside Beer Garden, beverages will be dispensed in the beer dispensing area

Lanyard & Volunteer Shirt Sponsor **SOLD**

1 Available

\$300 Member sponsor only

- Company name and logo on T-Shirts with event name/logo and VTRCC logo
- Company name OR logo on volunteer badges with event name and VTRCC logo



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Sponsor Registration Form

Name of Company _____

Contact Person _____

Contact Phone _____ Website Address _____

Contact E-Mail _____

Physical Address _____

City, State, Zip _____

Signature _____

I would like register for:

- | | | |
|-------------------------------|-------------------------------------|--|
| — Event | \$3,500 member - \$4,000 non-member | SOLD Govan Builders |
| — Beer Garden | \$2,500 member - \$3,000 non-member | SOLD Homeward Deployed |
| — Main Stage | \$1,250 member - \$1,750 non-member | SOLD Access National Mortgage |
| — Children's Stage | \$1,250 member - \$1,500 non-member | SOLD Dr. Allen Garai-Orthodontist |
| — Laser Tag | \$1,250 member - \$1,500 non-member | SOLD Carolyn Does Quickbooks |
| — Beverage Tent (2 available) | \$ 750 member - \$ 850 non-member | SOLD Asset Construction Services
Wells Fargo Bank - Vienna |
| — Sound Equipment-Main Stage | \$ 750 member - \$ 850 non-member | SOLD American Disposal Services |
| — German Band | \$ 750 member - \$ 850 non-member | SOLD Décor by Denise |
| — Lanyard/Volunteer T-Shirt | \$ 300 Members only | SOLD Anonymous |

I need a double-sized vendor space (10x20). Add an extra \$250.

I need a booth set-up. Includes a 10x10 tent, one 8 foot table and two chairs. Add extra \$160. *Only 20 available - so please check with the office if you need one. 703-281-1333 or cvanveen@vtrcc.org*

Sponsors: Please email a high-rez logo in hi-rez pdf, hi-rez jpg, ai or eps

Payment in full must accompany application. Make checks payable to VTRCC and mail with application (see address below) or fill out this charge form, email to cvanveen@vtrcc.org or fax to VTRCC at 703-242-1482

Circle which: VISA, MC, AMEX, Discover

Acct # _____ Security Code _____ Expires _____

Name on Card _____ Signature _____

Zip Code affiliated with the card _____ Amount Authorized _____