



Oktoberfest

ON MAIN ST

SPONSORSHIP PACKAGES

Saturday, October 4th | 4pm-9pm | Downtown on Main St
Expected Attendance: 1,000+

Why Sponsor Oktoberfest?

Oktoberfest on Main Street is a celebration of community, culture, and fun in honor of the late Bill Scurlock, a successful entrepreneur and a staple of Downtown Texarkana for many years! We anticipate welcoming more than 1,000 enthusiastic in-town and out-of-town guests every year, providing your business with an outstanding opportunity to expand brand visibility, strengthen community connections, and engage with a diverse and energetic audience. With your partnership, we can continue bringing our shared vision to life and economic vitality while delivering the experiences our community deserves!

YOUR SPONSORSHIP SUPPORTS

Local artisans and vendors • Live entertainment and cultural performances
Family-friendly activities • Community development initiatives for Downtown Texarkana



PRESENTING SPONSOR

\$10,000
(EXCLUSIVE)
(1 AVAILABLE)

“Community, Celebration, And Tradition Thanks To You!”

The Presenting Sponsor receives the highest level of visibility and recognition throughout Oktoberfest. Your brand will be prominently featured in all marketing materials, including print, digital, and social media promotions, as well as on event signage and stage backdrops. As the primary sponsor, your brand will be directly associated with the event, providing powerful opportunities to build brand awareness, reach new audiences, and create lasting impressions with thousands of festival-goers.

Exclusive Premium Benefits:

- **Naming Rights:** Your business name included in all official event branding and media mentions
- **Top Billing:** Logo featured most prominently on:
 - Event posters, flyers, banners
 - Social media and digital ads
 - Event T-shirts
 - Tickets and wristbands
- **Stage Time:** Welcome message or short speech at opening
- **Custom Activation Area:** 20'x20' branded experience zone (VIP area)
- **Company-branded cups with logo**

Sponsorship Includes:

- **10 VIP tickets + unlimited drink vouchers at Café Lucille**
- **Custom branded banner on main stage**
- **Top-tier logo on website with direct link**
- **Pre- and post-event press release mentions**
- **Monthly social media feature leading up to the event** (if signed early)
- **Rights to use “Official Presenting Sponsor of Oktoberfest” in your marketing**





SWAG BAG SPONSOR

\$5,500
(1 AVAILABLE)

“You Can Brag on Every Bag”

Put your brand directly in the hands of every guest! The Swag Bag Sponsor provides tangible value while ensuring long-lasting visibility beyond the event.

Sponsorship Includes:

- **Your Logo on Every Swag Bag** (1,000+ bags distributed)
- **Insert Up to 3 Branded Items or Flyers** (e.g., coupons, merch, samples, promotional materials)
- **Logo on All Digital Promotions** (website, social media)
- **Prominent Recognition on Sponsor Banner**
- **10'x10' Booth Space at the event** (optional)
- **4 VIP Tickets + Drink Vouchers**
- **On-stage Thank You Announcement**



PHOTO EXPERIENCE SPONSOR

\$5,000
(1 AVAILABLE)

“Capture Every Moment”

Everyone wants to take a photo at Oktoberfest! As the Photo Experience Sponsor, your brand becomes part of every memory. Whether it's a themed backdrop, roaming photographer, or selfie station, this activation creates fun, shareable moments tied directly to your business.

Sponsorship Includes:

- **Branded Photo Wall or Selfie Station**
(Your logo incorporated into the design or frame)
- **Naming Rights:** “Photo Experience Sponsored by [Your Brand]”
- **Custom Hashtag or QR Code for Sharing**
- **Logo on All Digital Photo Downloads**
- **Optional Branded Props or Costume Items**
- **Premium 10'x10' Booth Near Photo Area**
- **6 VIP Tickets + Drink Vouchers**
- **Social Media Feature + Inclusion in Event Photo Album**
- **Logo + Link on Website** (Photo Gallery & Sponsors Page)
- **On-Stage Mention + Inclusion in MC Announcements**



BEER GARDEN SPONSOR

\$3,500
(1 AVAILABLE)

“Cheers to Community”

As the exclusive Beer Garden Sponsor, your brand will be front and center where the crowds gather! The Beer Garden is one of the most popular features of Oktoberfest, offering unmatched visibility and interaction with hundreds of guests throughout the event.

Sponsorship Includes:

- **Branded Signage Throughout the Beer Garden** (entrance sign, tabletop signage, tent banners)
- **Your Logo on Beer Menus**
- **Exclusive Naming Rights:** “Beer Garden presented by [Your Business]”
- **Social Media Features Pre- and Post-Event**
- **On-Stage Thank You Mention**
- **10’x10’ Booth Space Near Beer Garden** (optional)
- **6 VIP Tickets + Drink Vouchers**



FOOD COURT SPONSOR

\$3,000
(1 AVAILABLE)

“Feed the Fun”

As the exclusive Food Court Sponsor, your brand will be seen by every hungry guest. This is one of the most frequently visited areas of the event and an excellent space to connect with families, foodies, and festival-goers all day long.

Sponsorship Includes:

- **Branded Signage at All Food Court Entrances** (provided by sponsor)
- **Exclusive Naming Rights** “Food Court Presented by [Your Brand]”
- **Logo on All Marketing Materials** (flyers, posters, digital banners)
- **10’x10’ Booth Near Food Court** (sampling or promotional use)
- **Social Media Mention + Highlighted Post on “Food Lineup” Week**
- **Medium Logo on Oktoberfest T-shirt**
- **On-Stage Thank You**
- **4 VIP Tickets + Drink Vouchers**



STAGE SPONSOR

\$2,500
(1 AVAILABLE)

“Own the Spotlight at Oktoberfest!”

As the exclusive Stage Sponsor, your brand will be front and center throughout the day’s entertainment. With live music, contests, and announcements, your logo and messaging will be seen and heard by all 1,000+ guests.

Sponsorship Includes:

- **Prominent Banner on Main Stage** (provided by sponsor for event)
- **Your Logo on Stage Schedule Signage**
- **Frequent On-Stage Mentions:** “This Performance Brought To You by [Your Brand]!”
- **Logo on All Marketing Materials** (flyers, posters, digital banners)
- **10’x10’ Booth at the Event** (optional)
- **6 VIP Tickets + Drink Vouchers**
- **Social Media Shoutout Before & After Event**
- **Medium Logo on Oktoberfest T-shirt**



BIER OLYMPICS SPONSOR

\$2,500
(1 AVAILABLE)

“Let the Games Begin”

Be the official sponsor of the most outrageous and entertaining competition of the day! The Bier Olympics draws crowds with fun games like stein-holding contests, keg rolls, beer pong, and relay races. It’s the ultimate crowd-pleaser and your brand can be right in the middle of it all.

Sponsorship Includes:

- **Naming Rights:** “Bier Olympics Presented by [Your Brand]”
- **Branded Signage at all game stations + competition scoreboard**
- **Medium Logo on Oktoberfest T-Shirt**
- **Logo on All Marketing Materials** (flyers, posters, digital banners)
- **Logo on Printed Rules, Scorecards, or Brackets**
- **Opportunity to Provide Branded Prizes or Medals**
- **10’x10’ Booth Space Near Game Area**
- **6 VIP Tickets + Drink Vouchers**
- **Social media** (promoted during Bier Olympics schedule announcements)



KIDS ZONE SPONSOR

\$2,500
(1 AVAILABLE)

“Big Fun for Little Ones”

As the exclusive Kids Zone Sponsor, your brand will be featured in the most family-friendly area of the festival. This space is packed with laughter, crafts, games, face painting, inflatables, and fun. Parents will associate your brand with joy, safety, and community care.

Sponsorship Includes:

- **Naming Rights:** “Kids Zone Presented by [Your Brand]”
- **Branded Signage at entry/exit points and all activity stations**
- **Logo on Kids Activity Maps or Schedules**
- **Opportunity to Provide Branded Giveaways** (coloring books, bubbles, stickers)
- **10’x10’ Booth in or next to the Kids Zone** (ideal for giveaways or kid/family info)
- **Social Media Promotion in “Family Day” Highlights**
- **Medium Logo on Oktoberfest T-Shirt**
- **6 VIP Tickets + Drink Vouchers for Parents/Staff**
- **Logo on All Marketing Materials** (flyers, posters, digital banners)



ADDITIONAL SPONSORSHIPS

GAME SPONSORS: \$500 (10 SPONSORS)

BAND SPONSOR: \$1000 (3 SPONSORS)

