

# Sponsorship Invitation

#OktoberfestRVA



## St. Benedict Oktoberfest

SEPTEMBER 15-17, 2023

FEATURING LIVE GERMAN  
MUSIC, DANCING AND  
AUTHENTIC FOOD WITH OVER  
50 CRAFT BEERS AND CIDERS!

ST. BENEDICT CHURCH FESTPLATZ  
BELMONT AND HANOVER  
IN THE HEART OF THE  
MUSEUM DISTRICT

[WWW.STBENEDICTOKTOBERFEST.COM](http://WWW.STBENEDICTOKTOBERFEST.COM)

# You are invited to be a partner in the 18th Annual St. Benedict Oktoberfest!

We are excited to invite you to be a sponsor of the 18th Annual St. Benedict Oktoberfest!!!! Taking place in Richmond's Historic Museum District, last year's Oktoberfest drew nearly 60,000 people from the Greater Richmond area and beyond!

Authentic German food, festive music, dancing, entertainment, and children's activities will again be offered, not to mention our wonderful selection of beers and wines, and the great array of vendors in our very own Christkindlmarkt – there is something to please everyone! Both our Christkindlmarkt and Children's Area were expanded last year and we look forward to offering even more this year!

Our event will again be running three days, always starting on the third Friday of September. We will be open Friday September 15th (4:00 p.m. – 11:00 p.m.), Saturday, September 16th (11:00 a.m. – 11:00 p.m.) and Sunday September 17th (12:00 p.m. – 6:00 p.m.). Oktoberfest will be held rain or shine, entry is FREE, and remember all proceeds support Catholic education!

Low'n'Brows German Band will be providing music entertainment on Friday and Saturday nights this year. Elbe Musikanten Band will be providing music for the afternoon sessions on Saturday and Sunday. The Hirschjäger Bavarian Dancers will again be visiting us Sunday afternoon. Please make sure to check our website at [www.stbenedictoktoberfest.com](http://www.stbenedictoktoberfest.com) for updates on entertainment and event offerings as we near Oktoberfest!

Please explore the sponsorship opportunities inside. Should you need to tailor a sponsorship to your specific needs, please let us know!

## **Some of 2022's Unsolicited PR for St. Benedict Oktoberfest**



- Top 5 Weekend Event (published September 15, 2022)



- "River City Roundup" (published September 12, 2022)



- "Top 7 Virginia Fall Festivals" (published August 24, 2022)



- "10 Must-Do Fall Activities In And Around Richmond" (published September 17, 2022)



**Bürgermeister:** Be a Mayor of our Oktoberfest as a Bürgermeister sponsor. This sponsorship provides distinct visibility throughout the event and prominent placement on event signage.

### **Sponsor Benefits:**

- A personalized group Bürgermeister banner, with logos, prominently placed at the event (In lieu of personalized Bürgermeister banner with logo, approval can be sought for placement of your existing corporate banners)
- Recognition with logo and link on our Oktoberfest website as a Bürgermeister sponsor
- Recognition over the PA system as a Bürgermeister sponsor
- Option for corporate items to be distributed at event entrances (item approval required)
- Reserved seating in sponsor area (25 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 25 Commemorative Steins
- 25 complimentary drink tickets (valid only at beer lines and wine and food tents operated by St. Benedict)
- 25 complimentary meals (valid only at food tents operated by St. Benedict)
- Limited number of complimentary Children's Area weekend wristbands upon request
- Access to Sponsor Liaison in Sponsor Area for ID Checks and additional ticket purchase

Bürgermeister sponsorships available to businesses or individuals: **\$5,000**



**Kellermeister:** In monasteries, a Kellermeister 'holds the keys' and is responsible for providing food and drink. Both are pretty important at Oktoberfest, so the title is appropriate! Help us continue to provide the best food and drink at our Oktoberfest by becoming a Kellermeister.

### **Sponsor Benefits:**

- Placement of a corporate or personal banner, provided by sponsor, with approval from the Oktoberfest Committee
- Recognition with logo and link on our Oktoberfest website as a Kellermeister sponsor
- Recognition over the PA system as a Kellermeister sponsor
- Reserved seating in sponsor area (20 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 20 Commemorative Steins
- 20 complimentary drink tickets (valid only at beer lines and wine and food tents operated by St. Benedict)
- 20 complimentary meals (valid only at food tents operated by St. Benedict)
- Limited number of complimentary Children's Area weekend wristbands upon request
- Access to Sponsor Liaison in Sponsor Area for ID Checks and additional ticket purchase

Kellermeister sponsorships available to businesses or individuals: **\$3,500**

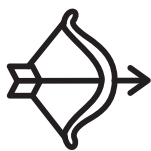


**Braumeister:** You cannot have a real Oktoberfest without the Brewers!!! Be a Braumeister at our Oktoberfest to enjoy the benefits below.

### **Sponsor Benefits:**

- Placement of a corporate or personal banner, provided by sponsor, with approval from the Oktoberfest Committee
- Recognition on our Oktoberfest website as a Braumeister sponsor with a link to your website
- Recognition over the PA system as one of our Braumeister-level sponsors
- Reserved seating in sponsor area (12 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 12 Commemorative Steins
- 12 complimentary drink tickets (valid only at beer lines and wine and food tents operated by St. Benedict)
- 12 complimentary meals (valid only at food tents operated by St. Benedict)
- Limited number of complimentary Children's Area weekend wristbands upon request
- Access to Sponsor Liaison in Sponsor Area for ID Checks and additional ticket purchase

Braumeister sponsorships available to businesses or individuals: **\$1,900**



**Jägermeister:** There is a different kind of “hunting” available at our Oktoberfest... for food, drink, gifts and fun! Become a master hunter in this high-level supporting sponsorship that provides great recognition throughout our Oktoberfest!

### **Sponsor Benefits:**

- Placement of a corporate or personal banner, provided by sponsor, with approval from the Oktoberfest Committee
- Recognition on our Oktoberfest website as a Jägermeister sponsor with link to your website
- Reserved seating in sponsor area (8 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 8 Commemorative Steins
- 8 complimentary drink tickets (valid only at beer lines and wine and food tents operated by St. Benedict)
- 8 complimentary meals (valid only at food tents operated by St. Benedict)
- Limited number of complimentary Children’s Area weekend wristbands upon request
- Access to Sponsor Liaison in Sponsor Area for ID Checks and additional ticket purchase

Jägermeister sponsorships available to businesses or individuals: **\$1000**



**Bergsteiger:** Although there are no Alps to climb in Richmond, help us climb to the highest peak of Richmond festivals by becoming a Bergsteiger sponsor. The Bergsteiger supporting sponsorship offers visibility and great sponsor event benefits.

### **Sponsor Benefits:**

- Placement of a corporate or personal banner, provided by sponsor, with approval from the Oktoberfest Committee
- Recognition on our Oktoberfest website as a Bergsteiger sponsor
- Reserved seating in sponsor area (6 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 6 Commemorative Steins
- 6 complimentary drink tickets (valid only at beer lines and wine and food tents operated by St. Benedict)
- 6 complimentary meals (valid only at food tents operated by St. Benedict)
- Limited number of complimentary Children's Area weekend wristbands upon request
- Access to Sponsor Liaison in Sponsor Area for ID Checks and additional ticket purchase

Bergsteiger sponsorships available to businesses or individuals: **\$675**



**Schuhplattler:** Dance with us at Oktoberfest as a Schuhplattler sponsor. This business or personal level of sponsorship shows your support of this event.

### **Sponsor Benefits:**

- Placement of a corporate or personal banner, provided by sponsor, with approval from the Oktoberfest Committee
- Recognition on our Oktoberfest website as a Schuhplattler sponsor
- Reserved seating in sponsor area (4 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 4 Commemorative Steins
- 4 complimentary drink tickets (valid only at beer lines and wine and food tents operated by St. Benedict)
- 4 complimentary meals (valid only at food tents operated by St. Benedict)
- Limited number of complimentary Children's Area weekend wristbands upon request
- Access to Sponsor Liaison in Sponsor Area for ID Checks and additional ticket purchase

Schuhplattler sponsorships are available to businesses or individuals: **\$375**



**Münchner:** Party like you live in Munich (München) as a Münchner sponsor. This personal level of sponsorship (no businesses) shows your/your family's support for this event.

**Sponsor Benefits:**

- Recognition on our Oktoberfest website as a Münchner sponsor
- Reserved seating in sponsor area (4 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 4 Commemorative Steins
- 4 complimentary drink tickets (valid only at beer lines and wine and food tents operated by St. Benedict)
- 4 complimentary meals (valid only at food tents operated by St. Benedict)
- 4 complimentary Children's Area weekend wristbands
- Access to Sponsor Liaison in Sponsor Area for ID Checks and additional ticket purchase.

Münchner sponsorships available to individual/family only: **\$275**

**Festwirt:** Help us keep the beer tents open at Oktoberfest as a Festwirt sponsor. This personal level of sponsorship (no businesses) shows you/your family's support of this event.

**Sponsor Benefits:**

- Recognition on our Oktoberfest website as a Festwirt sponsor
- Reserved seating in sponsor area (2 seats total) for dates/times chosen on Application
- Access to Bier Express Line
- 2 Commemorative Steins, drink tickets, meals (valid only at beer lines and wine and food tents operated by St. Benedict)
- 2 complimentary Children's Area weekend wristbands
- Access to Sponsor Liaison in Sponsor Area for ID Checks and additional ticket purchase

Festwirt sponsorships available to individual/family only: **\$150**

Please mail your Sponsorship Application and check (made payable to "Saint Benedict Catholic Church") to:

Oktoberfest Committee  
Saint Benedict Catholic Church  
300 N. Sheppard Street  
Richmond, VA 23221

Direct inquiries to Pam Kelleher at  
[Sponsors@stbenedictoktoberfest.com](mailto:Sponsors@stbenedictoktoberfest.com)  
or (804) 337-9486.



# St. Benedict Oktoberfest

## 2023 Sponsorship Application

*Sponsorships subject to terms and conditions set forth in the Sponsorship Invitation.*

Company/Individual Name \_\_\_\_\_ ☐ Check this box if you'd prefer your sponsorship remain ANONYMOUS

List EXACTLY how you'd like to be credited: \_\_\_\_\_

(For example: Dr. & Mrs. John Smith, Anderson Family, Daughter of Jane Doe, In Memoriam of Harold Potter, etc.)

Contact Name \_\_\_\_\_ Phone # \_\_\_\_\_

For Days of the Event

Contact Name \_\_\_\_\_ Phone # \_\_\_\_\_

Street/P.O. Box Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

E-Mail Address \_\_\_\_\_ @ \_\_\_\_\_ Company website \_\_\_\_\_

### Check Level of Sponsorship Desired

*(details provided upon request):*

- ☐ Bürgermeister - \$5,000
- ☐ Kellermeister - \$3,500
- ☐ Braumeister - \$1,900
- ☐ Jägermeister - \$1000
- ☐ Bergsteiger - \$675
- ☐ Schuhplattler - \$375
- ☐ Münchner - \$275 (No businesses)
- ☐ Festwirt - \$150 (No businesses)

### Would you like to DONATE some of your Sponsor Benefits back to St. Benedict Catholic Church?

- ☐ Yes, please donate my steins.
- ☐ Yes, please donate my meal tickets.
- ☐ Yes, please donate my drink tickets.

*If you checked any of the above boxes, your charitable contribution will be increased to reflect the estimated value of these goods.*

Indicate times when you will be present during Oktoberfest to assure reserved seating:

Friday Night, September 15, from \_\_\_\_\_ to \_\_\_\_\_

Saturday, September 16, from \_\_\_\_\_ to \_\_\_\_\_

Sunday Afternoon, September 17, from \_\_\_\_\_ to \_\_\_\_\_

*NOTE: Failure to list a time may result in forfeiture of your reserved seating sponsorship benefit.*

**Return completed Application and check, made payable to "Saint Benedict Catholic Church," to the Oktoberfest Committee at the Parish Office.**



# St. Benedict Oktoberfest

## Sponsorship Checklist

KEEP THIS  
CHECKLIST

**Thank you for deciding to become a sponsor for St. Benedict Oktoberfest. See below for next steps concerning your Sponsorship.**

For All Sponsors:

- ☐ **1. Complete application.** Fill out Sponsorship Application, making sure to include all information requested.
- ☐ **2. Pay.** Make check payable to "Saint Benedict Catholic Church" and put "Oktoberfest" in Memo.
- ☐ **3. Mail application.** Mail Sponsorship Application AND check to Saint Benedict Catholic Church, Attn: Oktoberfest Committee, 300 N. Sheppard Street, Richmond, VA 23221.

For Business Sponsors Only:

- ☐ **4. Deliver banner.** Deliver corporate banner to Church office no later than 12:00 p.m. on the Wednesday of the week of Oktoberfest.
- ☐ **5. Claim your benefits.** Submit names of, and reserved times for, you and your guests associated with your sponsorship to the sponsorship liaison, Pam Kelleher at [sponsors@stbenedictoktoberfest.com](mailto:sponsors@stbenedictoktoberfest.com) or call 804-337-9486 no later than 3:00 p.m. on the Thursday of the week of Oktoberfest.
- ☐ **6. Pick up banner.** Make sure to pick up your corporate banner from the Church office no later than 3:00 p.m. on the Thursday following Oktoberfest. Banners left at the Church may be discarded.

*We strive to offer flexible benefits to our sponsors. Please consult with the sponsor liaison to determine if we can accommodate a request for the modification of benefits. All sponsorships are subject to the Terms & Conditions set forth in the Sponsorship Brochure.*

## Terms and Conditions

Sponsorships are available on a first-come, first-served basis, and are awarded at the discretion of the Oktoberfest Committee. Recognition on promotional materials and inclusion on banners may be limited due to printing, production, and/or event deadlines. Reserved tables/seats are intended for entertainment purposes (i.e. eating and drinking), not for promotional items, product and/or company displays. Oktoberfest banners created by St. Benedict Oktoberfest remain the property of Saint Benedict Catholic Church. Sponsors choosing to provide a banner for display are responsible for providing the banner to the Saint Benedict Catholic Church Office no later than 3:00 p.m. on the Thursday of the week of Oktoberfest. Banners not received by this time may not be displayed. Sponsors who have provided banners for display at Oktoberfest are responsible for retrieving their banner from Saint Benedict Catholic Church Office no later than 3:00 p.m. on the Thursday following Oktoberfest. St. Benedict Oktoberfest and Saint Benedict Catholic Church are not responsible for loss or damage of any banner provided for use at Oktoberfest.

In addition, St. Benedict Oktoberfest does not provide storage for any approved items brought to Oktoberfest for distribution or to be made available to the public. Under no circumstances is St. Benedict Oktoberfest, Saint Benedict Catholic Church or the Diocese of Richmond responsible for loss or damage of any such item(s). Sponsors bear all risk associated with bringing corporate items to the event and acknowledges that any such items left on the premises upon conclusion of the event will be discarded.

Please note that if sponsors fail to claim their reserved seats within 20 minutes of their reserved "start" time, the seats will be made available to other sponsors or the general public. A sponsor who fails to make reservations on the Sponsorship Application, assumes the risk of reserved space in the sponsorship area being unavailable should they attend the event. Bier Express Line is for use of registered guests of sponsors in possession of a stein wristband and a sponsor stein. Sponsor steins are non-transferable.

Please note that the Oktoberfest Committee is soliciting other corporate sponsors that may require additional signage and/or event assets, or that will be at levels tailored outside of those listed in this package. Contact the Oktoberfest Committee for more information on further corporate sponsorship opportunities. Saint Benedict Catholic Church is a non-profit, 501(c)(3) organization. Sponsorships may be tax deductible to the fullest extent allowed by law. Contact your accountant for tax guidance. Sponsorships are non-refundable, regardless of reason, including but not limited to the inability of the sponsor or sponsor's guests to attend, inclement weather, or the rescheduling or cancellation of the event. Violation of these terms and conditions, or violent, illegal, abusive, destructive, and/or inappropriate conduct may result in individual or group expulsion from the event and/or revocation of sponsorship.



See you in  
September!

Thank You  
for your support!