

Sponsorship Invitation

#OktoberfestRVA



St. Benedict Oktoberfest

SEPTEMBER 18-20, 2026

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



Sponsor Invitation for the 21st Annual St. Benedict Oktoberfest!

In September St. Benedict Oktoberfest will mark its 21st year in Richmond's Historic Museum District! Our annual event now welcomes upward of 70,000 guests over three-days...quite a difference from the few hundred who showed up that first year in 2005! We have been blessed to grow into one of Richmond's most cherished events! Each year we are honored to have wonderful new and repeating sponsors support our event. We are excited to invite you to be a sponsor at our 21st Annual St. Benedict Oktoberfest!!!! 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! Our Children's Area continues to evolve, allowing our youngest of attendees to enjoy Oktoberfest! As usual, we will be celebrating Oktoberfest for three days, always starting on the third Friday in September. We will be open Friday September 18th (4:00 p.m. – 11:00 p.m.), Saturday September 19th (11:00 a.m. – 11:00 p.m.) and Sunday September 20th (12:00 p.m. – 6:00 p.m.). Our Oktoberfest will be held rain or shine, entry is FREE, and remember all proceeds support Catholic education!

With the retirement of one of our longstanding featured bands, we are pleased to announce two new bands who will be providing German music on Friday and Saturday nights this year. Our entertainment for Friday night will be *The Sauerkraut Band* from Southwest Virginia. Saturday night we will welcome *Alte Kumpel Band* out of Northern Virginia. The *Elbe Musikanten Band* will return this year as our musical entertainment on Saturday and Sunday afternoon, and the *Hirschjäger Bavarian Dancers* will be entertaining us on Sunday afternoon as well.

Please make sure to check our website at www.stbenedictoktoberfest.com for updates on entertainment and event offerings as we near Oktoberfest! Please explore the sponsorship opportunities found in this booklet. If you would like to tailor a sponsorship to your specific needs, please let us know!

Some of 2025's Unsolicited PR for St. Benedict Oktoberfest



- **Richmond Times Dispatch** – “Prost! St. Benedict celebrates 20 Years of Oktoberfest!” also included in “Top Five Weekend Events” (published 9/19/25)



- **12 On Your Side and 12 About Town** – “Oktoberfest to return this weekend” and “St. Benedict Oktoberfest happening this weekend” (published and aired 9/19/25)



- **8 News - Positively Richmond** – “20th Annual St. Benedict Oktoberfest to return to Richmond's Museum District with a taste of Munich” (published and aired 9/19/25)



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 ExpressLine
- 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: **\$5,250**



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 ExpressLine
- 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: ***\$3,750***

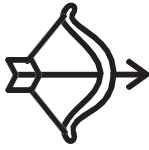


Braumeister: You cannot have a real Oktoberfest without the Brewers!!!
Be a Braumeister at our Oktoberfest to enjoy the benefits below.

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: ***\$2,000***



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 ExpressLine
- 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: ***\$1,100***



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 ExpressLine
- 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: ***\$700***



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: ***\$400***



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 ExpressLine
- 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: **\$300**



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 ExpressLine
- 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: **\$200**

If you do not wish to pay [online](#), complete the application process online, and enter "Check" for Method of Payment at the bottom of the form. Please make checks payable to "Saint benedict Catholic Church" and send to:

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

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

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!