



28TH Annual Campbell Oktoberfest Sponsorship Opportunities October 21-22, 2023

VOTED SILICON VALLEY'S BEST FESTIVAL FOR THE PAST 7 YEARS





Date & Time: Saturday, October 21 | 10:00 - 6:00
Sunday, October 22 | 10:00 - 5:00

Location: Historic Downtown Campbell

Admission: Free Admission & Parking

Attendance: 60,000-65,000

BY THE NUMBERS:

Population: 42,891

Male Population: 21,247(49.5% of total population)

Female Population: 21,644 (50.5% of total population)

Median Age:38.9 Years

Median Income: \$63,985 (16 years and over with earnings)

Median Household Income: \$122,644

Average Household Income: \$161,200



Since 1994, the Campbell Chamber of Commerce has attracted almost one million people to its annual Oktoberfest in historic downtown Campbell.

The two-day Bavarian-themed event showcases authentic, mouthwatering German foods including bratwurst and other sausages, sauerkraut, pretzels and German potato salad, a variety of beers and ales, over 100 fine artisans from all over the country.

In addition, this family-friendly event includes a KidsZone and an impressive line-up of entertainment on four stages throughout the grounds.





ADVERTISING: WEB, RADIO, PRINT

Campbell's Oktoberfest will be aggressively marketed throughout the Bay Area and on the web. Publicity and promotions will consist of extensive multi-media campaigns and will include print, radio, mobile and electronic media outlets. In addition, we print Official Map/Programs, posters and postcards that are distributed throughout the Bay Area prior to the event and during the event.

Posters and Postcards, are distributed to merchants, community organizations, city offices, libraries, and schools throughout the Bay Area.

The Web- the event will be listed on multiple regional and national websites that have a calendar listing section. It will also be listed on the Chamber site and heavily promoted on social media sites and specialty sites like "Untapped"

Radio- the event will be publicized on no less than two local radio stations via promotional spots and 30 to 60 second spots. We will have a local radio station broadcast live at the event.

Print- we will be partnering with newspapers in the area to help promote and advertise the festival. Print media coverage may include; Campbell Press, Campbell Patch, Silicon Valley Community Valley News Paper Groups, The Metro, and more.

www.campbelloktoberfest.com







SPONSORSHIP OPPORTUNITIES

Ask Us About Special Pricing to Include Sponsorship at the 2023 Boogie Music Festival

	PRESENTING SPONSOR	OKTOBERFEST SPONSOR	FESTIVAL SPONSOR	BOOTH SPONSOR	COMMUNITY SPONSOR
	\$ 25,000	\$ 10,000	\$ 5,000	\$ 1,500	\$ 250
Festival Naming Rights Campbell Oktoberfest Presented by:	X				
Back Cover Full-Page Ad in Oktoberfest Program (if applicable)	X				
Full-Page Ad in Oktoberfest Program (if applicable)	X	X			
Featured in Festival Social Media	X	X			
Featured in Chamber Newsletter	X	X			
Logo on all Printed Materials	X	X			
10' x 10' Business Booth on Campbell Avenue During Oktoberfest (non-transferrable)	2	1	1		
Logo on Home Page of campbelloktoberfest.com	X	X	X	X	
Logo on Marquee at all Festival Entrances	X	X	X	X	
4' x 2' Full-Color Banner with Company Logo in 2 of 4 Festival Ticket Booths	X	X	X	X	
3' x 2' Logo on Decorative Banner inside Biersch Garten Tent	X	X	X	X	X
20' x 3' Full-Color Banner Above Stage with Company Logo			X		
1/2 Page Ad in Oktoberfest Program (if applicable)			X		
1/4 Page Ad in Oktoberfest Program (if applicable)				X	
Business Card Ad in Oktoberfest Program (if applicable)					X

CONTACT US FOR OTHER AVAILABLE SPONSORSHIP OPPORTUNITIES

CAMPBELL CHAMBER'S OKTOBERFEST

Sponsorship Form - Saturday & Sunday, October 21-22, 2023



Sponsorship Level

- Presenting Sponsor
- Oktoberfest Sponsor
- Festival Sponsor
- Booth Sponsor
- Community Sponsor

Contact Name: _____ Telephone: _____

Cell Phone: _____ Fax: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____ Website: _____

No promotional consideration can be given until the sponsorship fee is paid in full.

CC#: _____ CRV# _____ Exp Date: _____

Signature: _____ Date: _____

Print Name: _____

Please return form to: Campbell Chamber of Commerce | 267 E. Campbell Ave., Suite C | Campbell CA 95008
408 378-6252 office | 408 378-0192 fax | www.campbellchamber.net | www.campbelloktoberfest.com

Contact: Teresa Stanko | teresa@campbellchamber.net