



DAS FEST USA

• German Festival •

AUGUST 4 - 6, 2023

WALWORTH COUNTY FAIRGROUNDS
ELKHORN, WI

SPONSOR: ONLINE REGISTRATION
WWW.DASFESTUSA.COM/SPONSORS

Prosting for Charity!



United Way of
Walworth County







MISSION & VISION

United Way of Walworth County's mission is to measurably improve lives in Walworth County by uniting communities, increasing and focusing resources, and inspiring people.

We achieve our mission by supporting over 45 programs and services throughout Walworth County. These services contribute to good health, a quality education and financial stability for the residents of our community.

DAS Fest USA is THE event of the summer created to achieve our mission while inspiring family fun, cultural education, and community involvement.

The mission of DAS Fest USA is to strengthen local businesses, promote state tourism, and support the organizations that benefit from the contributions of the United Way of Walworth County.





WHERE YOUR SPONSOR MONEY GOES


100% OF SPONSOR MONEY OBTAINED FOR DAS FEST USA WILL REMAIN IN WALWORTH COUNTY:

- ◆ Supporting the missions of 45+ UWWC nonprofit partner agencies
- ◆ Ensuring the future success of DAS Fest USA
- ◆ Boosting the economic impact of tourism
- ◆ Strengthening the local business community



DAS Fest USA is a 3-day German festival. The event also welcomes the participation of one guest ethnicity each year, aligning with the Live United motto of the United Way of Walworth County.

DAS Fest USA brings an estimated 40,000 guests to the Walworth County Fairgrounds the first full weekend in August. Visitors, vendors, and entertainers come from several surrounding cities and states: Madison, Beloit, Rockford, Greater Milwaukee, Greater Chicago, Florida, Georgia, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, Ohio, Pennsylvania, and Texas. They spend money outside of the festival supporting businesses just like yours in Walworth County.

DAS Fest USA is held at the Walworth County Fairgrounds, a venue central to our county providing spacious grounds, ample parking, camping, several buildings, and a friendly environment.

DAS Fest USA is proud to have the support of Travel Wisconsin.



DAS FEEST BASICS

FEST HIGHLIGHTS

MADER'S RESTAURANT

LITTLE LEG RACES

featuring Dachshunds & Corgis

**THE ORIGINAL LIVE
GLOCKENSPIEL**

ALPHORNS

8+ BANDS

*including Alex Meixner,
Copper Box, & The Freistadt
Alte Kameraden Band*

**STEIN HOISTING
COMPETITIONS**

CARNIVAL

**GERMAN DANCE
PERFORMANCES**

GERMAN BEER & WINE

5K RUN

OKTOBERFEST TENT

BIERGARTEN

GERMAN IMPORT VENDORS

CRAFTERS

BINGO

UNITED CHURCH SERVICE

FAMILY DAY



DAS Fest USA has several opportunities for your company to #DiscoverYourDeutsch!

We are looking for strategic partners to help us reach our sponsorship goal of \$100,000. There are several Sponsor levels available for your business to support the United Way mission and to be recognized as a Business Sponsor of DAS Fest USA.

“It takes a Village” is not only a saying, it is key to an event like this. DAS Fest USA requires over 500 volunteers to help the Fest run smoothly. We have plenty of volunteer opportunities for your team to participate in the fun and be front and center of the action, giving exposure to your company.

100K

80K
60K
40K
20K
10K



HOW CAN YOU HELP?



TEAM DAS

VOLUNTEER OPPORTUNITIES

If your business, organization, or friend-team is interested in volunteering for a couple of hours or a couple of days, please visit the DAS Fest USA link at www.dasfestusa.com/volunteer.

In addition to volunteering for a great cause, perks include beverage tokens, a sandwich from Mader's Restaurant, parking, and a commemorative gift.

DAS Fest USA's Spirit Team, the Geneva Lake Women's Association judges volunteer teams of 4+ based on enthusiasm and/or outfits. Each day a winning team is selected, and \$500 is awarded to their chosen United Way of Walworth County nonprofit partner in their honor. Companies who sign up teams will receive their logo on the volunteer page of the DAS Fest USA website, on a banner at the fest, and in a Facebook post.

VOLUNTEER OPPORTUNITIES INCLUDE:

- ◆ TICKETS BOOTHS
- ◆ MERCHANDISE BOOTHS
- ◆ INFORMATION BOOTH
- ◆ BIER-TENDERS
- ◆ SET UP AND TAKE DOWN
- ◆ PARKING ATTENDANTS

SPONSOR LEVELS



\$250 NAME ON 2 SPONSOR THANK YOU BANNERS • SPONSOR POST ON FACEBOOK

\$500 NAME ON 2 BAR BANNERS • 2 SPONSOR THANK YOU BANNERS • SPONSOR POST ON FACEBOOK

\$500 LOGO ON GOLF CART *limited availability*

\$1,000 5 BIER TOKENS • GIFT BAG • NAME & LINK ON WEBSITE • LOGO ON 2 BAR BANNERS AND 2 SPONSOR THANK YOU BANNERS • SPONSOR POST ON FACEBOOK • OPENING CEREMONY SHOUT OUT

\$2,000 10 BIER TOKENS • GIFT BAG • LOGO & LINK ON WEBSITE • LOGO ON 2 BAR BANNERS AND 2 SPONSOR THANK YOU BANNERS, LITTLE LEG RACES BACKDROP, AND STEIN HOISTING BANNER
\$10 MADER'S MONEY • SPONSOR POST ON FACEBOOK • OPENING CEREMONY SHOUT OUT

\$4,000 20 BIER TOKENS • GIFT BAG • LOGO & LINK ON WEBSITE • LOGO ON 2 BAR BANNERS, 2 SPONSOR THANK YOU BANNERS, LITTLE LEG RACES BACKDROP & STEIN HOISTING BANNER
\$20 MADER'S MONEY • SPONSOR POST ON FACEBOOK • OPENING CEREMONY SHOUT OUT
OPTIONAL 10 X 10 BOOTH OR DISPLAY • NAME ON T-SHIRT

\$6,000 30 BIER TOKENS • GIFT BAG • LOGO & LINK ON WEBSITE • LOGO ON 2 STAGE BANNERS, 2 BAR BANNERS, 2 SPONSOR THANK YOU BANNERS, LITTLE LEG RACES BACKDROP & STEIN HOISTING BANNER • \$30 MADER'S MONEY • SPONSOR POST ON FACEBOOK • 1 INDIVIDUAL FACEBOOK POST OR SHARE • OPENING CEREMONY SHOUT OUT • OPTIONAL 10 X 10 BOOTH OR DISPLAY • NAME ON T-SHIRT

\$8,000 40 BIER TOKENS • GIFT BAG • LOGO & LINK ON WEBSITE • LOGO ON 2 STAGE BANNERS, 2 BAR BANNERS, 2 SPONSOR THANK YOU BANNERS, LITTLE LEG RACES BACKDROP, AND STEIN HOISTING BANNER • \$40 MADER'S MONEY • SPONSOR POST ON FACEBOOK • 2 INDIVIDUAL FACEBOOK POSTS OR SHARES • OPENING CEREMONY SHOUT OUT & OPTIONAL ONSTAGE APPEARANCE
OPTIONAL 10 X 10 BOOTH OR DISPLAY • LOGO OR MENTION ON ALL AVAILABLE PRINT AND RADIO ADVERTISING • PROMINENT LOGO ON T-SHIRT



SPONSOR LEVELS

	\$1,000 DAS Freund	\$2,000 DAS Familie	\$4,000 DAS Proster	\$6,000 DAS Yodeler	\$8,000 DAS Fest Meister
BIER TOKENS 	5	10	20	30	40
GIFT BAG					
NAME & LINK ON WEBSITE					
LOGO & LINK ON WEBSITE					
LOGO ON 2 BAR BANNERS					
LOGO ON 2 SPONSOR THANK YOU BANNERS					
LOGO ON LITTLE LEG RACES BACKDROP					
LOGO ON STEIN HOISTING BANNER					
LOGO ON 2 STAGE BANNERS					
SPONSOR POST ON FACEBOOK					
1 INDIVIDUAL FACEBOOK POST OR SHARE					X2
OPENING CEREMONY STAGE SHOUT ON-STAGE INVITE					
MADER'S MONEY		\$10	\$20	\$30	\$40
NAME ON T-SHIRT					
PROMINENT LOGO ON T-SHIRT					
LOGO ON PRINT ADS or RADIO MENTION					
OPTIONAL 10 X 10 BOOTH OR DISPLAY					

2023 SPONSORSHIP FORM

Together, we're Prosting for Charity!



TODAY'S DATE

CONTACT PERSON

PHONE

COMPANY NAME

MAILING ADDRESS

CITY, STATE, ZIP

E-MAIL

SOCIAL MEDIA HANDLES, *so we can tag you*

Please choose your sponsor level

- \$8,000 DAS Fest Meister (Champion)
- \$6,000 DAS Yodeler
- \$4,000 DAS Proster
- \$2,000 DAS Familie
- \$1,000 DAS Freund
- \$500 DAS Fest Sponsorship
- \$500 DAS Fest Golf Cart Sponsorship
- \$250 DAS Fest Sponsorship
- Other amount, all donations appreciated!

Payment Method

- Invoice Required
- Check Enclosed
- Credit Card: *DAS Fest USA will contact you for the card number, 5% fee applies*

Options

10 x 10 Booth Space

(optional inclusion with \$4K & greater sponsor levels)

- Yes, we will have a booth
- No booth

If using booth space (\$4K+), describe your booth *(no food or beverage sales please)*

- _____

 Deliver our sponsor gift the week of July 31st to:

NAME

ADDRESS

- No sponsor gift needed

**PLEASE MAKE CHECK PAYABLE TO:
DAS Fest USA**

**MAIL TO: PO Box 202
Lake Geneva, WI 53147**

AUTHORIZED SIGNATURE:



DAS
FEST USA

• German Festival •

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DASFestUSA.com