



#DISCOVERYOURDEUTSCH

DAS FEST USA

3 DAYS OF GEMÜTLICHKEIT!

AUGUST 5 - 7, 2022

WALWORTH COUNTY FAIRGROUNDS • ELKHORN, WI

SPONSOR: ONLINE REGISTRATION

WWW.DASFESTUSA.COM/SPONSORS



United Way of
Walworth County

PO BOX 202 • LAKE GENEVA, WI 53147 • PROST@DASFESTUSA.COM • 262-675-3335

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 40 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.



DAS
FEST USA

UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

United Way of
Walworth County



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WHERE YOUR SPONSOR MONEY GOES

100% of sponsor money obtained for DAS Fest USA will remain in Walworth County:



Supporting the missions of 40+ UWWC nonprofit partner agencies



Ensuring the future success of DAS Fest USA



Boosting the economic impact of tourism



Strengthening the local business community



Health - Education - Financial Stability For Everyone in Walworth County

DAS FEST USA BASICS

DAS Fest USA is a 3-day event celebrating German culture.

Our 2021 inaugural festival brought in an estimated 42,000 visitors to the event. Visitors came to Walworth County from several surrounding cities and states: Madison, Beloit, Rockford, Greater Milwaukee, Greater Chicago, Minnesota, Indiana, Michigan, Missouri, Ohio, Iowa, Nebraska, Pennsylvania, and Florida. We are expecting to host over 50,000 visitors in 2022.

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 also proud to have the support of Travel Wisconsin.



FEST HIGHLIGHTS INCLUDE:



DAS
FEST USA



MADER'S RESTAURANT



DACHSHUND RACES



THE ORIGINAL LIVE GLOCKENSPIEL



ALPHORNS



BANDS ON THREE STAGES



STEIN HOISTING COMPETITIONS



CARNIVAL



GERMAN DANCE PERFORMANCES



GERMAN BEER & WINE



5K RUN



OKTOBERFEST TENT



BIERGARTEN



THE BACKYARD (LOCAL BREWS)



GERMAN IMPORT VENDORS



CRAFTERS



BINGO GARTEN



UNITED CHURCH SERVICE



FAMILY DAY

HOW CAN YOU HELP?

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.



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100K

80K

60K

40K

20K

10K



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.

Volunteer opportunities include:



TICKETS BOOTHS



MERCHANDISE BOOTHS



INFORMATION BOOTH



BIER-TENDERS



SET UP AND TAKE DOWN



PARKING ATTENDANTS



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TEAM DAS VOLUNTEER PERKS



We are hosting a Volunteer Orientation on Thursday evening before the event. Any person volunteering can come help set up the event and receive an orientation to their position, the layout of grounds and event rundown. After, we will provide every participating volunteer a free bier and brat.

Companies who sign up a team to volunteer will get their logo on the volunteer recognition banner on the DAS Fest USA grounds, a listing on the volunteer page of our website, and a Facebook “thank you for volunteering” post.

Company Team Competition: Don your company logo with a DAS Fest USA twist. \$500 will be donated to the winning team’s favorite UWWC charity!

We will also provide the opportunity for any volunteer who stays (or comes back to assist) and helps with clean-up, a chance to drain the bier and wine inventory and eat until the food vendors have been cleaned out!

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DONATION LEVELS:

Fest Meister (Champions) | \$10,000 or more

DAS Meisters have their fingers on the pulse in our community and like having a REAL impact. Your brand logo will be featured at DAS Fest USA and in our advertising.

In addition we offer you: One exclusive perk designed especially for you, like your name on one of the buildings or stages (as available)



- 🍺 Logo and company link featured on the DAS Fest USA Website
- 🍺 Logo on Grounds, Special Attractions, and Stage Banners
- 🍺 4 specific Facebook posts generated by you & our DAS Fest USA social media experts
- 🍺 Mentions as a DAS Fest USA sponsor in every radio ad
- 🍺 Your logo in all DAS Fest USA print advertising
- 🍺 Shout out & optional participation in Opening Ceremony (*on-stage*)
- 🍺 \$100 DAS Shoppe credit to redeem as you wish on official DAS Fest USA merchandise
- 🍺 100 Bier tokens
- 🍺 \$300 in Mader's Money which can be used at any of the three Mader's food booths
- 🍺 10 X 10 Business booth (*optional*)

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FEST USA

All sponsorships due by January 31, 2022 for full benefits outlined in this level. After February 1st, as available. Deadlines may affect certain print ad materials, radio ads, and banner offerings.



SPONSOR LEVELS

- \$1,000 DAS Freund
- \$2,000 DAS Gamer
- \$4,000 DAS Proster
- \$6,000 DAS Yodeler
- \$8,000 Team DAS

SPONSOR LEVELS	1K	2K	4K	6K	8K
NAME & LINK ON DAS FEST WEBSITE					
LOGO & LINK ON DAS FEST WEBSITE					
NAME ON GROUNDS BANNER					
LOGO ON GROUNDS BANNER					
LOGO ON SPECIAL ATTRACTION BANNER		PICK 2*	BARS	STAGES	ALL
THANK YOU LISTING ON FACEBOOK					
FACEBOOK POST				X 2	X 3
RADIO MENTIONS				X 5	X 10
LOGO ON PRINT ADS					
OPENING CEREMONY STAGE SHOUT ON-STAGE INVITE					
DAS SHOPPE MERCH PERKS (ALL SPONSORS ALSO RECEIVE A FEST PIN)	T-SHIRT	2 T-SHIRTS	\$40	\$60	\$80
BIER TOKENS	10	20	40	60	80
MADER'S MONEY	\$10	\$20	\$50	\$100	\$200
OPTIONAL 10x10 BOOTH					

GEMÜTLICHKEIT WISHES BANNER: All sponsors receive one shout out message on the Gemütlichkeit Banner located on the grounds.

*PICK 2: Dachshund Races, Stein Hoisting, Bingo Garten, Glockenspiel



TEAM DAS

\$8,000 - \$9,999

TEAM DAS members are strong supporters and contributors within Walworth County. Your brand logo will be featured at DAS Fest USA and in our advertising.

In addition we offer you:

- 🥨 Logo and company link on the DAS Fest USA Website
- 🥨 Logo on Grounds Banner
- 🥨 Logo on All Special Attraction Banners (*Dachshund Races, Stein Hoisting, Bingo Garten, Glockenspiel*)
- 🥨 3 specific Facebook posts generated by you and our DAS Fest USA social media experts
- 🥨 Mentions as a DAS Fest USA sponsor in 10 radio ads
- 🥨 Logo included in print advertising
- 🥨 Shout out & optional participation in Opening Ceremony (*on-stage*)
- 🥨 \$80 DAS Shoppe credit to redeem as you wish on official DAS Fest USA merchandise
- 🥨 80 Bier tokens
- 🥨 \$200 in Mader's Money which can be used at any of the three Mader's food booths
- 🥨 10X10 Business booth (*optional*)

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DAS YODELER

\$6,000 - \$7,999

DAS Yodelers like to make noise and shine their Walworth County spirit. Your brand logo will be featured at DAS Fest USA and in our advertising.

In addition we offer you:



- 🥨 Logo and company link on the DAS Fest USA Website
- 🥨 Logo on Grounds Banner
- 🥨 Logo on all three Stage Banners
- 🥨 2 specific Facebook posts generated by you and our DAS Fest USA social media experts
- 🥨 Mentions as a DAS Fest USA sponsor in 5 radio ads
- 🥨 Opening Ceremony Stage Shout Out
- 🥨 \$60 DAS Shoppe credit to redeem as you wish on official DAS Fest USA merchandise
- 🥨 60 Bier tokens
- 🥨 \$100 in Mader's Money which can be used at any of the three Mader's food booths
- 🥨 10X10 Business booth *(optional)*

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DAS PROSTER

\$4,000 - \$5,999

DAS Prosters recognize everything great about Walworth County and like to celebrate its excellence. Your brand logo will be featured at DAS Fest USA.

In addition we offer you:

- 🥨 Logo and company link on the DAS Fest Website
- 🥨 Logo on Grounds Banner
- 🥨 Logo on the two bar Banners
- 🥨 A Facebook posts generated by you and our DAS Fest USA social media experts
- 🥨 Opening Ceremony Stage Shout Out
- 🥨 \$40 DAS Shoppe credit to redeem as you wish on official DAS Fest USA merchandise
- 🥨 40 Bier tokens
- 🥨 \$50 in Mader's Money which can be used at any of the three Mader's food booths
- 🥨 10X10 Business booth *(optional)*

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DAS GAMER

\$2,000 - \$3,999

DAS Gamers may be mittel (middle) sized but their community spirit is fantastisch (fantastic)! Your company name will be featured at DAS Fest USA.

In addition we offer you:



- 🥨 Company name and link on the DAS Fest USA Website
- 🥨 Company name on Grounds Banner
- 🥨 Logo on Two (2) special event banners* - you choose
- 🥨 A thank you listing on the DAS Fest USA Facebook page
- 🥨 Opening Ceremony Stage Shout Out
- 🥨 (2) DAS Fest USA t-shirts
- 🥨 20 Bier tokens
- 🥨 \$20 in Mader's Money which can be used at any of the three Mader's food booths

**Dachshund Races, Stein Hoisting, Bingo Garten, or Glockenspiel*

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DAS FREUND

\$1,000 - \$1,999

DAS Freund's support may be wenig (little) but it is mächtig (powerful)!

Like a good friendship, their partnership means everything to us.

Your company name will be featured at DAS Fest USA.

In addition we offer you:

- 🥨 Company name and link on the DAS Fest Website
- 🥨 Company name on Grounds Banner
- 🥨 A thank you listing on the DAS Fest USA Facebook page
- 🥨 Opening Ceremony Stage Shout Out
- 🥨 One DAS Fest USA t-shirt
- 🥨 10 Bier tokens
- 🥨 \$10 in Mader's Money which can be used at any of the three Mader's food booths

DAS
FEST USA

All sponsorships due by January 31, 2022 for full benefits outlined in this level. After February 1st, as available. Deadlines may affect certain print ad materials, radio ads, and banner offerings.



SAUERKRAUT & MUSTARD

Under \$1,000

Unable to find a sponsor level that is comfortable for your business? Like bread and butter, sauerkraut and mustard hold the entire event together. No matter how small, DAS Fest USA appreciates every donation and every effort. We have some miscellaneous expenses which we can use your help to cover.

Every \$200+ Sauerkraut & Mustard sponsor will be mentioned at the official DAS Fest USA opening ceremony.

Find your favorite or a few:

- 🥨 \$250 - Sponsor our Golf Cart Rentals and we will advertise your company on each side of a golf cart.
- 🥨 \$350 - Sponsor our Two-Way Radio Rentals and we will add your company name to a thank you posted at the security tent.
- 🥨 \$450 - Sponsor the construction of our Stage Schedule Signs and we will add your company name to special stage signs.
- 🥨 \$550 - Keep the Bier Cold! Sponsor the ICE and we will add your company name to special bar signs.



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DAS FEST USA SPECIAL ATTRACTIONS:



Dachshund Races: your sponsorship provides treats, doggy day-care, and prizes. The Dachshund Races run 3x per day on Saturday and Sunday and are held near the food vendors & carnival area. There is also a fan-favorite Dachshund Costume Contest on Saturday. We anticipate 100+ participants in 2022.



Stein Hoisting: your sponsorship provides for the bier, commemorative steins for each participant, and prizes. Our inaugural Stein Hoisting contest was wildly popular and required us to add several additional contests. We predict this to be one of the highlights of our event. We anticipate 100+ participants in 2022 and the event will be held near the main Oktoberfest Tent.



TRIXI'S Bingo Garten: your sponsorship provides the building sign, prizes, and the tables and chairs. Bingo is sponsored and run by area nonprofits who use the proceeds to further their mission. DAS Festers love Bingo, especially because there's a twist. Players must shout the German word "Volltreffer" if they have the winning card.



Glockenspiel: your sponsorship brings the entertainment to Walworth County and provides signage and fencing. The Original Live Glockenspiel is a DAS Fest USA favorite! The Actors portray a day in the life of a Holzhacker (or lumberjack) by sawing logs, chopping wood, dancing and raising a few steins. The show goes on 3 times on Friday and Sunday, and 4 times on Saturday.



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