

2018 Marketing Opportunities



October 5-13, 2018

WWW.OKTOBERFEST.CA



MAXIMIZE YOUR PRESENCE AT
CANADA'S GREATEST BAVARIAN
FESTIVAL!

COMMUNITY PARTNERS

ACCREDITATION GETS YOUR BUSINESS
OVER \$1,500 IN PROMOTIONS & BENEFITS!

Accreditation includes:

- Listing & Logo on the Festival Website (www.oktoberfest.ca) with a link to your website
- Listing in the FestGuide distributed throughout the festival
- Your promotional materials distributed to Festival visitors at the Kitchener-Waterloo Oktoberfest Official Retail Store
- Use of the Festival Logo
- Nine (9) "Single Day Passes" admitting two people to the Festhallen for your employees & clients (Some restrictions apply)
- Invitations for your employees to attend Hospitality Night at Concordia Club on Wednesday, October 10, 2018
- An official Kitchener-Waterloo Oktoberfest decoration package with items such as posters, banners, etc!
- A discount on Festival merchandise from the Kitchener-Waterloo Oktoberfest Official Retail Store
- Exclusive access to Festival marketing opportunities available only to Community Partners
- Inclusion in Social Media with posts about your business on the official Oktoberfest Facebook and Twitter feeds

PUT YOUR BUSINESS IN FRONT OF OVER
700,000 FESTIVAL PARTICIPANTS!

Consider the audience loyalty and leverage your business receives as a supporter of a dynamic, community-based and internationally recognized signature event!

COST \$250

(Before June 8th - \$275 after June 8th)

MARKETING OPPORTUNITIES

2018 festguide

The annual FestGuide publication provides festival-goers with a 'one-stop-shop' for festival information. The online edition includes a live link from your ad to your corporate website!

FULL PAGE	\$2060
HALF PAGE.....	\$1235
QUARTER PAGE.....	\$745
ENHANCED LISTING	\$100

website banner

With over 573,000 visits annually, www.oktoberfest.ca is an effective and affordable way to reach your customers. With event listings and descriptions, festival-goers can purchase tickets and keep up to date on the latest Kitchener-Waterloo Oktoberfest news!

LARGE BANNER	\$500
SMALL BANNER.....	\$350

e-newsletter banner

The Volunteer E-Newsletter is sent monthly to over 500 festival volunteers and partners! Send your promotional offer or discount directly to their inbox! Your banner must include a special offer, promotion or discount for festival volunteers.

120PX x 240PX BANNER.....	\$100
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Receive a **FREE** ad insertion in the 2018 Volunteer E-Newsletter when you confirm your booking for a three-year term! Lock in your benefits at the 2018 rates! It renews automatically and you can update your listing at any time!



MARKETING OPPORTUNITIES

kwo grab bags

Over 1200 Grab bags are distributed at festival events including: the KWO 5K Fun Run, the Oktoberfest University & College Campus promo booths, the Oktoberfest Car Show and more! For one low rate our Kitchener-Waterloo Oktoberfest ambassadors will put your message into the hands of our participants!

GRAB BAG INSERTION..... \$70

miss oktoberfest candidate

The Search for Miss Oktoberfest 2018 has already begun! Why not enter a candidate to represent your company? All candidate sponsors receive logo recognition in front of over 500 guests at the Miss Oktoberfest Gala Ball on September 28. Candidates must be 19 - 28 years old and reside within 80 km of Kitchener-Waterloo. *Contact us for full details!*

CANDIDATE ENTRY FEE..... \$350

ride program ticket coupon book

Distribute your coupon in this unique publication! During the festival 8,000 copies are delivered by Waterloo Region's finest at every R.I.D.E. checkpoint as a thank you to drivers for making a responsible choice. Another 4,000 copies are distributed at the Kitchener-Waterloo Oktoberfest Official Retail Store to consumers who purchase Festhallen Tickets! Get measurable results with an Oktoberfest themed coupon.

COUPON INSERTION.....\$250

OktoberLICIOUS

Ask us about the OktoberLICIOUS program. You can offer an OktoberLICIOUS prix fixe menu with beer pairings to your patrons. Take advantage of huge promotional value as participating Restaurants will be highlighted on our website and social media. Email anikaj@oktoberfest.ca for info.

THE ÜBER PACKAGE

ideal for restaurants, hotels & local attractions

- Includes Community Partner Accreditation
- Enhanced FestGuide Listing
- 1/4 Page FestGuide Ad
- Large Web Banner
- KWO Grab Bag Insertion
- E-Newsletter Banner
- R.I.D.E. Program Coupon Book Insertion
- Oktoberfest Swag Package for 10 People

A LA CARTE VALUE: **\$2,255**

PACKAGE PRICE

BOOK BEFORE JUNE 8TH **\$1,299**
Savings of \$956

BOOK AFTER JUNE 8TH **\$1,399**
Savings of \$856

Additional sponsorship and hosting opportunities available. Contact Laurie Davison at lauried@oktoberfest.ca for more information.

Become an Accredited Community Partner and book your Festival Marketing plan today!

Contact anikaj@oktoberfest.ca or call 519.570.4267

Partner With Canada's Greatest Bavarian Festival today on it's 50th Anniversary!

ALL PRICES SUBJECT TO HST | KITCHENER-WATERLOO OKTOBERFEST RESERVES THE RIGHT TO REFUSE SPONSORSHIP AND/OR SUPPORTING ADVERTISING MATERIALS THAT MAY CONFLICT WITH PRE-EXISTING SPONSORSHIP OBLIGATIONS. KITCHENER-WATERLOO OKTOBERFEST RESERVES THE RIGHT TO REFUSE TO PUBLISH A MESSAGE, ARTICLE OR ANY ADVERTISEMENT AT ITS DISCRETION.

SOME RESTRICTIONS APPLY TO FESTHALLEN ACCESS WITH "SINGLE DAY PASSES." SEE BACK OF PASSES FOR DETAILS.

519-570-HANS (4267) • 17 Benton Street, Kitchener, ON

