

KITCHENER • WATERLOO OKTOBERFEST.

September 22 - October 14, 2023

COMMUNITY PARTNERS & EVENTS

Why become a Kitchener-Waterloo Oktoberfest Community Partner or Event

- ✓ Tangible marketing support for your event
- ✓ Maximize your presence at Canada's Greatest Bavarian Festival
- ✓ Leverage your event as a supporter of a dynamic and internationally recognized Festival

What makes the Festival so special?

- ✓ Kitchener-Waterloo Oktoberfest's main function is to innovate, coordinate and promote the Festival, as well as contribute to the social and economic vitality of Kitchener-Waterloo
- ✓ Hundreds of thousands of people attend K-W Oktoberfest each year (70% local attendees)
- ✓ The Festival successfully brings together over 200 local businesses, government and non-profit/charitable partners to create a unique tourism event for the community
- ✓ Kitchener-Waterloo Oktoberfest is an award winning Festival and is the world's second largest Bavarian Festival.

About Us

Since 1969, Kitchener-Waterloo Oktoberfest has celebrated the German Heritage of Waterloo Region, while significantly impacting the local economy. The Festival has an estimated economic benefit of \$12.9M per year and generates an average of 52 full time jobs!



7,432
FOLLOWERS



13,224
FOLLOWERS



12,286
FOLLOWERS

7,740,165

TOTAL IMPRESSIONS IN 2022

87,232

TOTAL ENGAGEMENTS IN 2022

50,000

CTV AUDIENCE ONTARIO - WIDE

219,327

WEBSITE VISITS IN 2022

6% NET FOLLOWER GROWTH





Which category do you fit into?



PARTNER CATEGORY	CRITERIA	WHAT IS INCLUDED IN THE PACKAGE	FEE
Community Partner	<p>You are offering a limited-time "Oktoberfest Special". The offer is open to all and can run for any duration. Great for restaurants, hotels, retailers, or service providers.</p> <p>Examples:</p> <ul style="list-style-type: none"> *Limited Time Schnitzel Special at a restaurant *Oktoberfest Special - 10% off store-wide *This Saturday - \$5 from every sale goes to the Onkel Hans Food Drive! 	<ol style="list-style-type: none"> 1. Listing & Logo on the Festival Website (www.oktoberfest.ca) with a link to your website and brief details on your special offer 2. Use of the Festival Logo 3. Bonus support if you offer an additional discount or special for KWO's 400 volunteers 	<p>\$100 early bird (August 18) \$125 plus HST</p> <p>Additional advertising options available.</p>
Community Event	<ul style="list-style-type: none"> • 1-3 days events with Oktoberfest specific theme • Ideally set during the festival dates (Sept. 22 to Oct. 14) within Waterloo Region. • Open to the public (participants or spectators) 	<ol style="list-style-type: none"> 1. Included in the events calendar on the Festival website (www.oktoberfest.ca) with description, logo and link to your website/ticket sales 2. Use of the Festival Logo 3. Inclusion in one email newsletter to festival volunteers & subscribers (7500 emails) 4. Bonus support if you offer a discount or special offer for KWO's volunteers 	<p>\$125 early bird (August 18) \$200 plus HST</p> <p>Must be confirmed by Sept 1. Invoice sent Sept 2. Payment due Sept 22.</p>





Additional Marketing Opportunities



Marketing Support

Website Banner Ad - \$200

With over 200,000 visits annually, oktoberfest.ca is an effective and affordable way to reach your customers. August to October. November to July no charge.

Email Marketing - Over 8,000 subscribers

Newsletter Ad - \$100 (per send)

Dedicated Email Campaign - \$1,000

Event Support Services

Available Sept. 22 to Oct. 14

Keg Tapping - \$500

A Keg Tapping Ceremony is the highlight of your event! Your representatives will act as the official keg tappers. Raise up a cheer of "Ein Prosit!" Includes a Master of Ceremonies and accordionist! (Pending availability. Please note this fee does NOT include the cost of beer for the barrel.)

Oktoberfest Entertainment

Authentic Dance Group Performance - \$200 (15 min)

Accordionist - \$500 (3 hours)

WunderWagen

Bring the Festival experience to your venue or event! Our mobile Oktoberfest stage includes lights & sound system. (Pending availability.)

3 hours \$1000

3 hours & band \$2400

Preset Social Media Contest Package

Increase your audience's engagement and your brand exposure with an Oktoberfest social media contest featuring your products or services! Choose one (or both) of the Oktoberfest social media contest packages. Add your special services or products and roll out the contest in your socials! While quantities last.

Oktoberfest Family Package:

2 KIDtoberfest tickets (Oct. 6-8) ,
2 Thanksgiving Day Parade Bleacher tickets,
2 kids hats
Cost: \$45 (Value: \$70)

Oktoberfest Block Party Package:

2 Oktoberfest Block Party tickets (Oct. 5),
2 adult hats, 2 cowbells, 2 glass steins
Cost: \$85 (Value: \$120)



Partner with Canada's Greatest Bavarian Festival today!

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