

KITCHENER • WATERLOO
OKTOBERFEST®

WILKOMMEN PLATZ

OCTOBER 11 - 13, 2024 | DOWNTOWN KITCHENER



CRAFT BIERGARTEN INFORMATION

KITCHENER • WATERLOO
OKTOBERFEST®

WILLKOMMEN PLATZ

CRAFT BIERGARTEN VENDOR INFORMATION

Willkommen to the 56th Annual Kitchener-Waterloo Oktoberfest! Join us October 11th – 13th at **Willkommen Platz** as Downtown Kitchener transforms into a bustling Bavarian village! Raise your stein in the biergarten, savour authentic German cuisine, shop the local vendor market, enjoy giant outdoor games, sing along in front of the stage at one of our live performances – Oktoberfest is bringing the best to DTK! Be part of it all and apply to be a Biergarten Vendor.

NEW DATES! Friday, October 11th - Sunday, October 13th, 2024

NEW LOCATION! Carl Zehr Square - Kitchener City Hall - 200 King Street W, Kitchener. Fenced and tented area.

NEW HOURS! Friday to Sunday - 10am – 10pm *Event runs rain or shine

NEW PARTNERSHIPS! PLEASE READ

In order to ensure the best possible sales for our vendor partners, KWO has decided to limit the bier garten to six (6) sales booths for brewery and alcohol partners. We are moving away from the beer tokens and will be providing all partners with point-of-sale systems pre-loaded with your unique products. Customers will be able to purchase alcohol and other beverages without waiting in line for tokens! Vendors may serve 7oz samples, full cans or 16oz draft pours. The Cost Recovery Program remains in place. Sales will be paid to brewery partners at 50% of value collected.

NEW VENDOR OPTIONS & FEES

Option 1. \$500 (+HST)

One 10' x 10' sales space¹

Option 2. \$1000 (+HST)

One 10' x 10' sales space¹
Branding on 24' LED Screen
Band Sponsor² (Single Act)

Option 3. \$2000 (+HST)

One 10' x 10' sales space¹
Branding on 24' LED Screen
Daily Band Sponsor²
Additional pouring rights³

¹Sales space includes opportunity to put up your branded tent, access to power, reefer and dedicated staff to service vendors. Brewery spaces are directly adjacent to the big tent in front of the main stage.

²Band Sponsor includes company mention in band intro, logo on screen during sponsored set, opportunity to provide merch for band to wear on stage. Option 2 includes a single 60m set. Option 3 includes one 60m set per day.

³Pouring rights include placement of up-to two canned products on the main bar. KWO will purchase product from the partner and retail 100% of sales. Limited availability.

APPLICATION PROCESS:

Step 1: Complete the bier garten vendor application before April 2, 2024.

Step 2: If accepted, you will receive an emailed admission of application, full vendor information package and invoice.

Step 3: To secure your spot, payment must be received & can be made via credit card, cheque or EFT.

APPLICATION: <https://www.oktoberfest.ca/willkommen-platz-brewery-application/>

STAFF: All staff servicing alcohol must adhere to regulations of the AGCO and be Smart Served trained. If required, vendors must be able to provide server's Smart Serve certification number.

TIMELINES: Vendor applications will be open from March 18 to April 2, 2024. Notifications will go out April 9, 2024.

LOOKING FOR MORE OPPORTUNITIES TO PARTNER?

KWO is also looking for partners for the Oktoberfest Golf Experience (Sept. 9), the Willkommen Platz VIP Area and other festival events. Contact lauried@oktoberfest.ca to discuss additional opportunities!