

# EAT | STAY | PLAY

## Community Partnership Package

### Join Eat | Stay | Play during Kitchener-Waterloo Oktoberfest

The Eat | Stay | Play initiative highlights local businesses by offering unique experiences to both residents and visitors. This community-driven program invites businesses to participate in three key categories: Eat, Stay, and Play. By joining, your business will benefit from increased visibility, enhanced customer engagement, and valuable cross-promotion opportunities. Let's work together to create unforgettable experiences and showcase the best our community has to offer!

**Partnership Opportunities** for hotels, restaurants or any local business offering an Oktoberfest Special or hosting an event!

**EAT** - Restaurants, Cafes, Food Trucks, Bakeries, Breweries, etc.

**STAY** - Hotels, Bed & Breakfasts, Rentals, etc.

**PLAY** - Events, Entertainment Venues, Museums, Art Galleries, Tour Operators, etc.



### Host an Oktoberfest Event or Feature at your Business

Since 1969, Kitchener-Waterloo Oktoberfest has celebrated the Bavarian Heritage of Waterloo Region, while significantly impacting the local economy. The Festival has an estimated economic benefit of \$12.9M per year for Waterloo Region! Bring the Festival to your organization or place of business and be featured in the Eat | Stay | Play initiative! This can be a private event for your guests or customers or something for the entire community to enjoy!

### Why become a Kitchener-Waterloo Oktoberfest Eat | Stay | Play Partner?

- Maximize your presence at K-W Oktoberfest and receive additional marketing support.
- Enhance your event with authentic Oktoberfest elements such as live entertainment, keg tapping, themed decor and VIP visitors.
- Align your business with a dynamic and internationally recognized Festival, enhancing your own brand's visibility and credibility.
- Reach a vast audience with hundreds of thousands of people attending K-W Oktoberfest each year including 70% local attendees, providing significant exposure and potential for customer engagement.
- Join over 200 local businesses, government entities and non-profit/charitable partners in creating a unique and vibrant tourism event that benefits the entire community.
- Partner with Canada's Largest Bavarian Festival, an award-winning event renowned for its celebration of Bavarian culture and community spirit.



**+527.6K**  
WEBSITE VISITS

**+2.3 Million**  
PEOPLE REACHED

**+43K**  
FOLLOWERS

**+5.7 Million**  
TOTAL IMPRESSIONS

**+61.7K**  
TOTAL ENGAGEMENTS

**+14.5K**  
EMAIL SUBSCRIBERS

# EAT | STAY | PLAY

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### Eat | Stay | Play Community Event Package

Choose from one of the three categories, Eat, Stay or Play and host an Oktoberfest event or feature at your location!

Package Includes:

- Listing on the Festival Events Calendar: Your event will be listed on oktoberfest.ca with a description, logo and a link to your website or ticket sales page.
- Use of the Festival Logo: Enhance your promotional materials with the official Oktoberfest logo.
- Inclusion in the Festival Newsletter: Your event will be featured in one email newsletter sent to over 13,000 festival volunteers and subscribers.

Deadline to Sign Up: July 31, 2025

Package Price: \$300 +HST

### Book An EVENT UBER PACKAGE!

Eat | Stay | Play Community Event Package + Website ad on oktoberfest.ca + Accordionist (3 hours) + an Oktoberfest Swag Package to give away  
 Package Price: \$900 +HST (Total Value: \$1,050!)

### Add-Ons

Website Ad - \$150 +HST

Ad specs 570x390 + direct link to your website.

Keg Tapping Ceremony - \$500 +HST

Includes an emcee and accordionist! (Fee does NOT include beer)

Oktoberfest Entertainment

Dance Group Performance - \$200 +HST (15 mins)

Accordionist - \$500 +HST (3 hours)

Three Piece Band - \$1,200 +HST (3 hours)

WunderWagen Mobile Stage

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

3 hours - \$1,200 +HST

3 hours & band -\$2,400 +HST

All entertainment requests & WunderWagen are pending availability.

### How to Join

Fill out the partnership application form available at [oktoberfest.ca/communitypartners](http://oktoberfest.ca/communitypartners). Our team will review your application and contact you with further details.

Questions? Please contact us at [valerie@oktoberfest.ca](mailto:valerie@oktoberfest.ca).  
 K-W Oktoberfest Inc. | 519-570-4267 x235 | [oktoberfest.ca](http://oktoberfest.ca)

