

[www.maidenalleyoktoberfest.org](http://www.maidenalleyoktoberfest.org)



2019 Sponsorship Packet

## WHY SPONSOR?

This event is something special. It appeals to a varied demographic and puts your business at the forefront as a supporter of the arts. That means something to people when they are deciding where to take their business. Curating a well rounded community takes many moving parts and being part of the unique quality of life Paducah boasts is why Maiden Alley Cinema is such an important piece of the cultural landscape.

Maiden Alley Oktoberfest is about bringing people together, enjoying fellowship, highlighting what downtown offers and supporting the region's only 501(c)3 nonprofit cinematic art house. With 45-50% of the operating support being raised, we count on this event to aid in our operations year round.

**We ask you to be part of this signature event that will draw a crowd from a 300+ mile radius on October 19, 2019.**



## **PROST - Premiere Sponsor: \$10,000 | Space (1)**

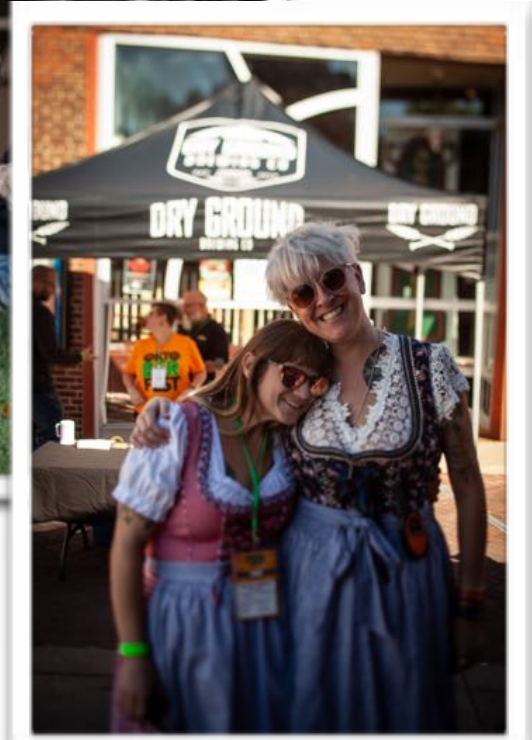
- Business logo 50% larger than other sponsor logos on all marketing materials
- Year round on-screen still ad OR 30 second commercial at Maiden Alley Cinema to promote your business
- Private use of Maiden Alley Cinema for two events (i.e. film screening, corporate event, presentation or whatever you choose - up to 5 hours and limited to weekday evenings and scheduled around regular programming)
- Ten (10) tickets to Maiden Alley Oktoberfest w/ Roof Brothers VIP Lounge Access
- Private one bedroom condo located off Maiden Alley - Oct. 18-20, 2019
- Five (5) tickets to the Beer Dinner @ freight house
- Private table at the event
- Targeted social media celebrating your business as the PREMIERE sponsor (working with Socially Present and Partake in Paducah)
- Private table in the Roof Brothers VIP Tasting Lounge
- Live recognition throughout the day on both stages
- Listing on official Oktoberfest website partners page
- Listed as "Maiden Alley Oktoberfest PROST Premiere Sponsor" on the BIG SCREEN at MAC prior to all regularly scheduled programming from Aug. - Oct.



## **MUSIK - Main Stage Sponsor: \$5,000 | Space (1)**

- Sponsor banner prominently displayed on the Main Stage
- Signage throughout the event showcasing business logo
- Mentions throughout the day from the stage MC
- Six (6) tickets to Maiden Alley Oktoberfest
- Private one bedroom condo located off Maiden Alley - Oct. 18-20, 2019
- Two (2) tickets to the Beer Dinner @ freight house
- Targeted marketing via all social media outlets celebrating your business as the MAIN STAGE SPONSOR (partnership with Socially Present and Partake in Paducah)
- Meet N' Greet with the headliner
- A signed photo of Nathan Brown & Todd Anderson (Solid Rock'it Boosters)
- Listing on the official Oktoberfest website partners page
- Logo on festival map as signature stage sponsor
- Listed as "Maiden Alley Oktoberfest Main Stage Sponsor" on the BIG SCREEN at MAC prior to all regularly scheduled programming from Aug. - Oct.





## **BIER - Gold Sponsor: \$5,000 | Space (2)**

- Year round on-screen still ad at Maiden Alley Cinema to promote your business
- One time use of Maiden Alley Cinema for a private event (up to 5 hours)
- Eight (8) tickets to Maiden Alley Oktoberfest
- Private one bedroom condo located off Maiden Alley - Oct. 18-20, 2019
- Four (4) tickets to Beer Dinner @ freight house
- Company logo on all printed materials
- Posts on Facebook and Instagram celebrating your business as a GOLD SPONSOR
- Listing on the official Oktoberfest website partners page
- Special photo session with Glenn Hall the day of the event
- Meet N' Greet with the brewer of your choice at the event



freight  
house

**BIERABENDESSEN- Freight House Beer Dinner with  
Top Chef Sara Bradley Sponsor: \$4,000 | Space (1)**

- A table for 12 at the beer dinner
- Four (4) tickets to Maiden Alley Oktoberfest
- Reserved seating in front of the main stage at Oktoberfest
- Special box lunch curated by Chef Sara Bradley for 4 at Maiden Alley Oktoberfest
- Four (4) tickets to the Roof Brothers VIP Tasting Lounge





## WURST - Kirchhoff's Food Sponsor: \$3,000

Space (1 of 2 available)

1 spot CLAIMED: UPG

- Private tour of the Kirchhoff's kitchen prior to the event
- Business logo on plates & napkins
- Listing on the official Oktoberfest website partners page
- Four (4) tickets to Maiden Alley Oktoberfest
- Two (2) tickets to the Beer Dinner @ freight house
- Listed as "Maiden Alley Oktoberfest Kirchhoff's Food Sponsor" on the BIG SCREEN at MAC prior to all regularly scheduled programming from Aug. - Oct.



**~~SALON – VIP Tasting Lounge: \$2,500 | Space (1)~~**

**CLAIMED: Roof Brothers Wine & Spirits**

- Business logo on tasting glass
- Banner prominently displayed in VIP area
- Listing on official Oktoberfest website partners page
- Logo on festival map as VIP Tasting Lounge signature sponsor
- Three (3) tickets to Maiden Alley Oktoberfest
- Two (2) tickets to Beer Dinner @ freight house
- Targeted messaging regarding your business inside the VIP Tasting Lounge



**DIRNDL - Silver Sponsor: \$2,500**

**Space (1 of 3 available)**

**2 spots CLAIMED: Schlafly, Atomic City Voice Studio**

- Six month on-screen still ad at Maiden Alley Cinema to promote your business
- Four (4) tickets to Maiden Alley Oktoberfest
- Two (2) tickets to Beer Dinner @ freight house
- Company logo on all printed materials
- Signage throughout the event with your business logo
- Materials from your business in every stein and in the VIP Tasting Lounge





**LEDERHOSEN - Bronze Sponsor: \$1,000**  
**Space (3 of 6 available)**

**3 spots CLAIMED: Ray Black & Son, Smile Station, CSI**

- Two (2) tickets to Maiden Alley Oktoberfest
- One (1) ticket to Beer Dinner @ freight house
- Materials from your business in every stein
- Company logo on poster
- Part of a joint slide with other bronze sponsors on the BIG SCREEN at MAC from Aug. - Oct.

## WHO ATTENDS THE EVENT?

- Attendees come from a 300+ radius  
<https://bit.ly/2GvrL0h>
- Age ranges from 4-75
- Median Age: 33
- Over 125 people volunteer



## NEW IN 2019!

- Lower general admission ticket
- Tickets going on sale much earlier
- Using local artists to craft 3 unique stein designs for pre-order
- Attendees will be able to choose their own adventure with 2 stage options, art vendors, the Roof Brothers VIP Tasting Lounge, Kirchhoff's Bavarian Food Spread, German Car Show and more
- Exciting new partnerships with downtown businesses expanding the event and supporting local

