

MUSKOKA Oktoberfest

2024

ENGEL & VÖLKERS[®]
MUSKOKA



SPONSORSHIP PACKAGE

WWW.OKTOBERFESTMUSKOKA.CA

OCTOBER 25 & 26, 2024



SUPPORT YOUR COMMUNITY. KEEP HIGH SEASON ROLLING.
BE PROMOTED AND GROW TRAFFIC TO YOUR BUSINESS.



MEET OUR OKTOBERFEST PARTNERS

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WHAT IS OKTOBERFEST?

Oktoberfest Muskoka is a 3-day music, culinary and craft beer festival experience running from **OCTOBER 25 & 26, 2024** across Muskoka. With a **TAPPING OF THE KEG** opening ceremony October 21.

Oktoberfest Muskoka takes place in breweries, restaurants and unique community venues across Bracebridge, Gravenhurst, Huntsville, Lake of Bays, Muskoka Lakes, and Georgian Bay.

OUR GOAL? To highlight our craft beer, culinary and arts and culture sector to residents and visitors and to extend the shoulder season, giving people one more great reason to visit and keep their cottages open for all of October.

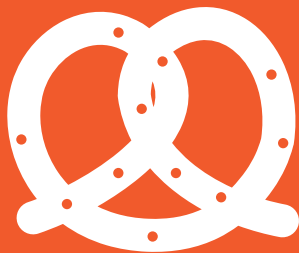
BREWERIES provide tours, partner with local chefs, retail vendors, food trucks, etc. to pair their beer with locally sourced products, ingredients, and menus. Plus, they make special Oktoberfest Muskoka 2024 brews.

Throughout the festival, **RESTAURANTS** provide traditional Oktoberfest features such as Roast Chicken, Sausages, Pretzels, Dumplings, Potato Pancakes, Sauerkraut, Spiitzle etc. Chefs and eateries often put a Muskoka 'spin' on the dishes incorporating locally sourced ingredients such as cranberries, maple, and shiitake mushrooms.

Each night, **MUSICIANS**, and **ENTERTAINERS**, including traditional Oom Pah Pah bands at some venues perform at select restaurants, community halls and breweries as an enhancement and attraction to these venues.

..... OKTOBERFEST IS A COLLABORATIVE MUSKOKA-WIDE EVENT





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TITLE PARTNER: \$5,500

RETURNING PARTNER: ENGEL & VÖLKERS

This is an exclusive opportunity to present the 3rd annual Oktoberfest Muskoka. This partnership guarantees a comprehensive presence for your business at the event and includes the following:

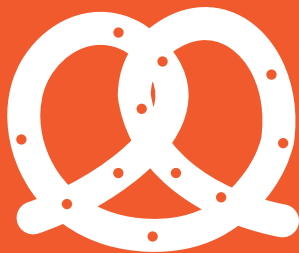
- Festival Naming Rights: Logo incorporated into the 2023 Oktoberfest Muskoka logo
- Recognition as Title Partner anywhere the event name/logo is used
- Banner over the Port Carling Locks for two weeks in August (over Labour Day into September: a value of \$2500). Requires installation and tear down crew at 8am on two Sunday mornings.
- Minimum 10 posts on Oktoberfest Muskoka and Chamber social media and one paid feature blog post produced by the Muskoka Lakes Chamber
- Opportunity to have branded signage at select venues (Partner to provide signage)
- VIP tickets giving front of the line privileges, complimentary drinks, parking and more to all events
- Opportunity to distribute a branded take-away item
- Logo on all Oktoberfest Muskoka print and web literature leading up to the event
- Logo and link to business website on Oktoberfest Muskoka website and/or ad in available Oktoberfest materials
- 3 dedicated emails to each Muskoka Chamber of Commerce database (Bracebridge, Gravenhurst, Huntsville/Lake of Bays, Muskoka Lakes & SEGBAY) – 15 total
- 1 email to Oktoberfest Muskoka attendees
- 1 Muskoka Oktoberfest Advertisement featuring your logo via Discover Muskoka/ Muskoka Tourism social and website
- 1 – six pack of beer from each of the Muskoka area breweries (Canvas Brewing Co., Clear Lake Brewing Co., Katalyst Brewing Co., Lake of Bays Brewing Co., Muskoka Brewery, Sawdust City Brewing Co.)

PRESENTING PARTNER: \$5,000

- Logo on all Oktoberfest Muskoka print and web literature leading up to the event
- Logo and link to business website on Oktoberfest Muskoka website
- 6 posts on Oktoberfest Muskoka social media and one paid feature blog post
- 2 emails to each Muskoka Chamber of Commerce database (Bracebridge, Gravenhurst, Huntsville/Lake of Bays, Muskoka Lakes & SEGBAY) – 10 total
- 1 email to Oktoberfest Muskoka attendees
- 1 Muskoka Oktoberfest Website Banner Advertisement featuring your logo on Discover Muskoka website
- Signage rights at select venues

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MUSIC PARTNER: \$5,000

RETURNING PARTNER: TD BANK (2021, 2022, 2023, 2024)

- Logo on all Oktoberfest Muskoka print and web literature leading up to the event
- Logo and link to business website on Oktoberfest Muskoka website
- 6 posts on Oktoberfest Muskoka social media
- 2 emails to each Muskoka Chamber of Commerce database (Bracebridge, Gravenhurst, Huntsville/Lake of Bays, Muskoka Lakes & SEGBAY) – 10 total
- 1 email to Oktoberfest Muskoka attendees
- Artist intros at select venues

PLATINUM PARTNERS: \$2,500

ONE SOLD TO LAKELAND NETWORKS

- Logo on all Oktoberfest Muskoka print and web literature leading up to the event
- Logo and link to business website on Oktoberfest Muskoka website
- 4 posts on Oktoberfest Muskoka social media
- 2 emails to each Muskoka Chamber of Commerce database (Bracebridge, Gravenhurst, Huntsville/Lake of Bays, Muskoka Lakes & SEGBAY) – 10 total

GOLD PARTNERS: \$1,500

- Logo on all Oktoberfest Muskoka print and web literature leading up to the event
- Logo and link to business website on Oktoberfest Muskoka website
- 4 posts on Oktoberfest Muskoka social media
- 2 emails to each Muskoka Chamber of Commerce database (Bracebridge, Gravenhurst, Huntsville/Lake of Bays, Muskoka Lakes & SEGBAY) – 10 total

SILVER PARTNERS: \$1,000

ONE SOLD TO SABRE ELEVATOR

- Logo on all Oktoberfest Muskoka print and web literature leading up to the event
- Logo and link to business website on Oktoberfest Muskoka website
- 2 posts on Oktoberfest Muskoka social media
- 1 email to each Muskoka Chamber of Commerce database (Bracebridge, Gravenhurst, Huntsville/Lake of Bays, Muskoka Lakes & SEGBAY) – 5 total

BRONZE PARTNERS: \$500

- Logo on all Oktoberfest Muskoka print and web literature leading up to the event
- Logo and link to business website on Oktoberfest Muskoka website

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BREW BAUS BUDS: \$1,000

- Opportunity to name 1 of 4 trip routes visiting multiple local breweries
- Logo on all Oktoberfest Muskoka Brew "Baus" promotional materials
- Your specially named route listed as an upcoming brew tour on brewbus.ca
- Logo featured on riders' take-home Oktoberfest Muskoka collectable mug
- Logo featured on bus riders' "passports" featuring brewery specials and complimentary drink tickets
- Logo on all Oktoberfest Muskoka print and web literature leading up to the event
- Logo and link to business website on Oktoberfest Muskoka website
- 2 posts on Oktoberfest Muskoka social media
- 1 email to each Muskoka Chamber of Commerce database (Bracebridge, Gravenhurst, Huntsville/Lake of Bays, Muskoka Lakes & Seabay) – 5 total

COMMUNITY PARTNER

- Thank you blog, profile of your business, on your local Chamber website
- Social posts on Chamber social channels
- Signage at local venues
- Eblast of your choice and timing of your choice to our Master email lists
- Choice to direct your support to a specific community, recommended minimum investment of \$300+

FRIENDS OF THE FESTIVAL

ROSSEAU LAKE COLLEGE, BALA CRANBERRY FESTIVAL

PROMO & MEDIA PARTNERS

METROLAND GIVE BACK PROGRAM, MUSKOKA TOURISM, MOOSE FM

BREWERY PARTNER

RETURNING PARTNERS: CANVAS BREWING CO., CLEAR LAKE BREWING CO., LAKE OF BAYS BREWING CO., MUSKOKA BREWERY, SAWDUST CITY BREWING CO.

- Lead Partner recognition on all marketing
- Brewery on website to link to your site & brewery map on website
- Features on specially brewer Oktoberfest Muskoka brews

ALL PARTNERSHIP OPPORTUNITIES CAN BE
CUSTOM TAILORED TO YOUR BUSINESS NEEDS.

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