



# OKTOBERFEST TAMPA 2014

SPONSORSHIP PRESENTATION 2014  
**OKTOBER 10th, 11th, 12th**



CONTACT: **NICOL WINKLER**

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**"G'SUFFA!"**



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The Annual Oktoberfest Tampa is an unforgettable festival on the waterfront in downtown Tampa!

Oktoberfest Tampa is hosting it's 4th annual event where we invite Floridians and visitors alike to join 10,000 of their closest friends and celebrate in style as we turn Curtis Hixon Park into Tampa's largest waterfront biergarten. Each year, we bring in live music and entertainment, traditional Schuplatt dancers, authentic Bavarian food, and of course, our outrageous Oktoberfest Games! The event staff at Oktoberfest Tampa will once again transform a gorgeous, waterfront park into a bustling village.

Our event allows your business or organization to be seen by thousands of people and allows your brand to interact with our audience in a fun and memorable way. Have you ever wanted to have your own Game Team? Now is your chance! There are dozens of games hosted each year at Oktoberfest Tampa, covering all areas of the festival.

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The Oktoberfest Tampa website continues to be the #1 ranked website for Oktoberfest celebrations in Tampa. Over 30,000 visitors come to our site in the month leading up to Oktoberfest alone. Tens of thousands engaged in our Facebook promotional campaigns. Campaigns like the Sheraton Hotels / Oktoberfest Sweepstakes. A six week trivia contest giving fans on Facebook the chance to win a pair of VIP tickets to Oktoberfest Tampa simply by playing in an online trivia challenge.

Oktoberfest Tampa continues to grow at a remarkable pace in both size, and reputation. We have been fortunate to see visitors from nearly every state in the Union. This year's outreach will include new markets Atlanta, GA, New York, NY, Austin, TX, Cincinnati, OH.

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We work closely with our sponsors and partners to craft engaging messages across all of our marketing platforms. We build and manage long-term relationships with media organizations and bloggers around the nation that help us spread the word out about our festival, competitions and event partners.

Social media is a large part of the online marketing campaign for Oktoberfest Tampa. Our facebook fan page continues to be a platform where we run campaigns, contests and trivia challenges. Fans can share photos and feedback on our wall, and it provides a very active platform for us to showcase our sponsors to our fans. Our fanpage URL: [www.Facebook.com/OktoberfestTampa](http://www.Facebook.com/OktoberfestTampa)

In order to reach new audiences around the nation, we also craft messages and custom promotions on the following social media platforms: Twitter, FourSquare, Yelp, Flickr, Google+, YouTube and Pinterest.

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Official 'media alert' press releases will be distributed to all major news outlets throughout the Tampa Bay area 12, 8, 4, and in the week leading up to the festival. This distribution list includes TV news stations, radio programs, podcast stations, magazine outlets, and other online publishing sources both local and regionally pointed. Our top tier sponsors are all included in every press releases addressed to all media outlets.

Each year we coordinate a mix of live on-air mentions with weather reports, as well as live keg-tapping with local news celebrities, the Mayor of Tampa, and local brewing industry leaders. These media partnerships also include custom online promotions, as well as live, in-studio segments to target millions of viewers throughout our market.

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**ID on Tickets**  
**ID on Event Schedule**  
**ID on event website**  
**ID on social sites**  
**ID on Game Wristband**  
**Social Ad Campaigns**

} SOCIAL REACH  
**400,000**

**On-site signage or Mentions**  
**Signs w/ sponsor ID**  
**Electronic Logos**  
**30-sec ads on Jumbotron**  
**PA announcements**

} DAY OF 10,000+  
**ATTENDEES**

**Sponsor ID in Measured Media**  
**ID on event media buy**  
**ID on event media buy**  
**ID on event media buy**  
**ID visible on event broadcasts**  
**Product Sampling**

} **PARTNERS**  
CREATIVE LOAFING  
TAMPA TRIBUNE  
TAMPA BAY METRO  
ABC ACTION NEWS WFTS  
CLEAR CHANNEL OUTDOOR



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Our event allows partner organizations to be seen by thousands of people, opening creative opportunities for personal brand interaction with our audience in a fun and memorable way. We pride ourselves on hosting a joyful, fun and safe event that allows our patrons to celebrate a deeply-rooted, cultural German tradition with an American twist!

We hope you will consider sponsoring Oktoberfest Tampa this year to share your business or organization with thousands of Tampa's most well-behaved revelers.

**Cheers & Prost,**  
Nicol Winkler

Oktoberfest Tampa  
Co-Founder  
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