



OKTOBERFEST TAMPA 2015

SPONSORSHIP PRESENTATION 2015
OKTOBER 9th, 10th & 11th



CONTACT: **NICOL WINKLER**

(727).518.4397 | nicol@oktoberfesttampa.com

"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 6th 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, alphorn players, 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 Aloft 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 such as: New York, NY, Austin, TX, Cincinnati, OH, Denver, CO and more.

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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 each year.

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

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

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Official 'media alert' press releases will be distributed to all major news outlets throughout the South Florida region 12, 8, 4, 2 weeks in advance 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. Many of these media outlets have been multi-year partners of Oktoberfest Tampa and enjoy the opportunity to work with our top-tier sponsors that are included in every press releases addressed to all media outlets.

Each year we coordinate a mix of live on-air broadcasts with NBC's DAYTIME show, Studio10 News, on-site weather reports, live keg-tapping with local news celebrities, the Mayor of Tampa, and local brewing industry leaders. Our media partnerships also include custom online promotions, as well as live, in-studio segments to target millions of viewers throughout our south Florida market and the US.

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

} SOCIAL REACH +
400,000

On-site event signage
Stage mentions
Signs w/ sponsor Logo ID
Electronic Logo / Sponsor Album
PA announcements

} DAY OF 10,000+
ATTENDEES

Sponsor ID in Measured Media
ID on event media buys:
Entertainment Newspapers
Tribune KRAFT Ad
ID visible on event broadcasts
Product Sampling

} **MEDIA PARTNERS +**
Reaching: MILLIONS

NBC DAYTIME / WFLA
THE TAMPA TRIBUNE
CREATIVE LOAFING
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
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