



*Hansa Haus*

2017

Sponsorship Program

# RCM Oktoberfest 2017 Sponsorship Program

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## 1) Introduction

### a) Potential Sponsor - Who are you?

Your organization has values which include doing good in the community, supporting organizations that provide opportunities for helping community segments in need and participating in events that provide cultural awareness in the City of Mississauga.

You are interested in being involved in the kickoff event for the Annual Rotary Mississauga Oktoberfest and giving your corporate message to community members who share your values.

### b) Our Event – The 1<sup>st</sup> Annual Rotary Mississauga Oktoberfest

The 1st Annual Rotary Mississauga Oktoberfest is being held at the Mississauga German Club – Hansa House, on Saturday September 30. Hansa House will be providing authentic German food. With their help we have hired an authentic German Band who will be playing both German and contemporary music to enable dancing throughout the event.

Demonstrations of German dancing by children and adults in costume will be an hourly highlight at the event.

For our first event, we have printed 1000 tickets and expect to sell approx 500-600 tickets. Provisions will be made for tents outside in the event of a sell out.

We have specifically chosen to keep the event on the small side to minimize risk, increase the chance of success and provide opportunities for learning. For the 2<sup>nd</sup> event, in 2018, it is expected to be at least twice the size and possibly a multi day event. Our vision is for this event to span a full weekend and service 10000 or more people with an extensive program of activities.

### c) What is the value proposition?

The first annual Rotary Mississauga Oktoberfest will be the first event of its kind in Mississauga. It will be marketed to the citizens of Mississauga, Milton and Brampton.

Your company's name will be included in our event program which will be given to all attendees and will be included in our marketing campaign which will focus on social media awareness along with networking using all 9 Rotary clubs in Mississauga.

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### d) Who are we?

The Rotary Club of Mississauga (RCM) was chartered in 1964 and is one of 9 Rotary Clubs in Mississauga. The motto of Rotary International is ***Service above Self***. Over the last 63 years, RCM has raised funds and provided assistance to numerous local and international organizations to help them serve those that are in need. We raise funds with such major events as **Lobsterfest** and the annual **Amacon Ribfest** held at Celebration Square each July.

As part of our club's current vision, we are looking to grow our club's Charitable Foundation (ID# 894486422) to enable it to provide a sustaining endowment that will provide funding to local charitable organizations for major projects. The annual **Rotary Mississauga Oktoberfest** will generate funds that will go directly into our charitable foundation to facilitate meeting our endowment goals.



Please contact us at [RCMOKTOBERFEST@GMAIL.COM](mailto:RCMOKTOBERFEST@GMAIL.COM) with any questions.

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## 1) Sponsorship Opportunities:

### i) Title Sponsor (one available)

#### *Welcome to the ROTARY Mississauga (Your Name) Oktoberfest*

**Value:** \$5000

**What you get:**

- Your company name featured in title of the event and all promotional materials.
- Your company banner behind our ticket booth at the event entry points.  
(Your company to supply the banner. Banner size to be determined.)
- Your company logo on the front cover of our printed event program.
- Your company profile featured on a full page of our program.
- Your company logo and name featured in our Facebook paid advertising campaign.
- An opportunity to make 3 company promotions from the entertainment stage (max 3 minutes); can include video.
- 6 ft promo space to showcase your company and provide promo info to the event participants.
- First right of refusal for Title Sponsorship for our 2018 event (details to be determined by March 2018).
- 20 tickets to the event.

### ii) Signs Sponsor:

**Value:** \$3000

**What you get:**

- Your company logo on all portable street signs (min 10 signs) to be placed in local communities promoting the event 3 weeks prior.
- Your company profile featured on a full page of our program.
- 6 ft promo space to showcase your company and provide promo info to the event participants.
- An opportunity to make 2 company promotions from the entertainment stage (max 3 minutes); can include video.
- First right of refusal for Sign Sponsorship for our 2018 event (details to be determined by March 2018).
- 12 tickets to the event.

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## iii) Entertainment Sponsor:

**Value:** \$3000

**What you get:**

- Your company provided banner featured on the entertainment stage.  
(Your company to supply the banner. Banner size to be determined.)
- Your company profile featured on a full page of our program
- 6 ft promo space to showcase your company and provide promo info to the event participants.
- An opportunity to make 2 company promotions from the entertainment stage (max 3 minutes); can include video.
- First right of refusal for Entertainment Sponsorship for our 2018 event (details to be determined by March 2018).
- 12 tickets to the event

## iv) Snack Bar Sponsor:

**Value:** \$1500 (Cash, Gift Card or in kind donation of Snack Bar Supplies)

**What you get:**

- Your company provided banner behind our snack bar area at the event.
- Your company profile featured on a half page of our program.
- Your company brochures or other printed materials for giveaway at the snack bar.
- First right of refusal for Snack bar Sponsorship for our 2018 event (details to be determined by March 2018).
- 6 tickets to the event.

## v) Program Printing Sponsor:

**Value:** \$1500 (Cash or in kind donation of Program Printing Services)

**What you get:**

- Your company logo on the back cover of our printed event program.
- Your company profile featured on a half page of our program.
- First right of refusal for Program Printing Sponsorship for our 2018 event (details to be determined by March 2018)
- 6 tickets to the event.

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## vi) Volunteer Shirt Sponsor:

**Value:** \$1000

**What you get:**

- Your company logo printed on the back of event t-shirts worn by the volunteers.
- Your company profile featured on a quarter page of our program.
- First right of refusal for Volunteer Shirt Sponsor for our 2018 event (details to be determined by March 2018)
- 4 tickets to the event

## vii) Coffee Sponsor:

**Value:** \$750 (Cash or in kind donation of Coffee/Decaf/Tea + cups + cream/milk/sugar)

**What you get:**

- Your company banner behind our Coffee area at the event.
- Your company profile featured on a quarter page of our program.
- First right of refusal for Coffee for our 2018 event (details to be determined by March 2018)
- 4 tickets to the event

## viii) Ticket Printing Sponsor:

**Value:** \$500

**What you get:**

- Your company logo printed on the back of event ticket (you supply the logo).
- First right of refusal for Ticket Printing Sponsor for our 2018 event (details to be determined by March 2018)
- 2 tickets to the event

**SOLD**

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### ix) Friends of Rotary:

**Value:** \$100

**What you get:**

- Your business card printed in our Friends of Rotary section of our event program.
- You supply a jpg of your business card

**Value:** \$ 250

**What you get:**

- A 1/4 page ad in our event program (you supply the artwork)

**Value:** \$ 500

**What you get:**

- A 1/2 page ad in our event program (you supply the artwork)
- 2 tickets to the event

**If you are interested in being a sponsor at our event, please contact us at**

**RCMOCTOBERFEST@GMAIL.COM or JULIEGRABB@HOTMAIL.COM**

**and someone will be in touch to discuss how we can partner with you for this great cause.**