



oktoberfestflorida.com

OKTOBERFEST

52ND ANNUAL

Sponsorship Opportunities

American German Club of
the Palm Beaches
Lake Worth, Florida



Celebrating German Traditions with 30,000 Members of Our Community!



About Oktoberfest

Founded in 1967, the American German Club has proudly preserved and celebrated German culture for nearly 6 decades through vibrant events and community programming. Our Annual Oktoberfest is the region's premier German festival, welcoming thousands of attendees from across South Florida and beyond.

We invite you to partner with us in continuing this cherished tradition while connecting your brand with a highly engaged and loyal audience in a festive, high-visibility setting.



Event Details



52nd Annual Oktoberfest
October 9-11 & 16-18, 2026

oktoberfestflorida.com

The American German Club's Oktoberfest is one of South Florida's largest cultural events and attracts a diverse audience each year.

ATTENDANCE

30,000 over two weekends each year.

DEMOGRAPHICS

Attendees are a mix of local residents and tourists, with a significant portion being families and young professionals.



GROWTH

The event has seen a steady increase in attendance, with a 10% rise year-over-year.



Guest Experience

- Two Stages with Non-Stop Entertainment
- Authentic German Cuisine
- Best German Bier
- Cultural Displays
- Gift Shop
- Tracht (German Clothing) Shop
- Variety of Juried Vendors
- Family Friendly Carnival and Playground



Benefits of Sponsorship



COMMUNITY ENGAGEMENT

Be part of a beloved cultural event that fosters community spirit and tradition.



MARKETING & NETWORKING

Increase brand awareness and recognition within the local community and beyond.



POSITIVE BRAND ASSOCIATION

Align your brand with a well-respected and long-standing cultural event.

Platinum Sponsor

Unmatched visibility. Unforgettable impact.

Support tradition. Celebrate community. Elevate your brand at Palm Beach County's largest cultural festival.

\$25,000

BECOME THE NAME EVERYONE SEES, HEARS, AND REMEMBERS

As a Platinum Sponsor, your brand becomes woven into the heart of our Oktoberfest — the largest cultural celebration hosted by our German club. This isn't just logo placement. It's front-row visibility, community goodwill, and thousands of impressions across a multi-day festival that draws families, food lovers, music fans, and cultural enthusiasts from all over Palm Beach County.

PLATINUM SPONSOR VISIBILITY PACKAGE

- Premium logo placement in the Event Program
- Featured logo in the Electronic Newsletter
- Spotlight logo on the Oktoberfest website
- Logo included on all Oktoberfest flyers
- Four dedicated Facebook spotlight posts
- 10x10 information booth space to directly interact with guests
- Daily sponsor announcements in the Pavilion and Clubhouse
- Advertisements and logo on multimedia screens
- Premium fence banner placement along Myers Rd

WHAT PLATINUM SPONSORSHIP DELIVERS

- Thousands of impressions across digital, print, and on-site channels
- Direct engagement with festival guests
- Association with a respected cultural institution
- A powerful show of community support and goodwill
- A non-profit partnership with a dedicated volunteer membership that needs your help





Platinum Sponsor

\$25,000

VIP Access & Hospitality

- 70 Complimentary Entry Tickets
- 140 Complimentary Drink Tickets
- Access to the VIP Area All Days with a Reserved Table on Saturdays

Naming Rights

- Additional Naming Rights for Key Event Areas (e.g., Pavilion, Main Stage) Available for an Additional Fee

Gold Sponsor

High Visibility. Strong Community Impact.

Support tradition. Celebrate community. Elevate your brand at Palm Beach County's largest cultural festival.

\$10,000

A POWERFUL WAY TO ELEVATE YOUR BRAND THROUGHOUT OKTOBERFEST

As a Gold Sponsor, your business enjoys broad visibility across our festival's print, digital, and on-site channels. This level is designed for companies who want meaningful exposure, direct engagement with guests, and a strong presence throughout the event — all while supporting one of Palm Beach County's most cherished cultural traditions.

GOLD SPONSOR VISIBILITY PACKAGE

Expanded Brand Visibility

- Logo featured in the Event Program
- Logo included in the Electronic Newsletter
- Logo displayed on the Oktoberfest Website
- Logo included on all Oktoberfest flyers distributed throughout the community

On-Site Recognition

- Daily sponsor announcements in the Clubhouse and Pavilion
- Logo displayed on monitors throughout the Festgrounds
- Prime fence banner placement along Myers Rd

Direct Guest Engagement

- 10x10 information booth space to directly interact with guests
- Two dedicated Facebook spotlight posts highlighting your business to our online audience





Gold Sponsor

\$10,000

VIP Access & Hospitality

- 50 Complimentary Entry Tickets
- 50 Complimentary Drink Tickets
- Access to the VIP Area All Days



Naming Rights

- Additional Naming Rights for Key Event Areas (e.g., Pavilion, Main Stage) Available for an Additional Fee

Silver Sponsor

Strong Visibility. Meaningful Engagement.

\$5,000

A WELL-ROUNDED PACKAGE THAT PUTS YOUR BRAND IN FRONT OF THOUSANDS OF FESTIVAL GUESTS.

The Silver Sponsor level is designed for businesses who want a solid presence across Oktoberfest's print, digital, and on-site channels — plus exclusive access perks that make this tier especially appealing. It's a balanced, high-value option that delivers visibility, engagement, and VIP experiences throughout the festival weekend.

SILVER SPONSOR VISIBILITY PACKAGE

Enhanced Brand Visibility

- Logo featured in the Event Program
- Logo included in the Electronic Newsletter
- Logo displayed on the Oktoberfest Website

Exclusive Access

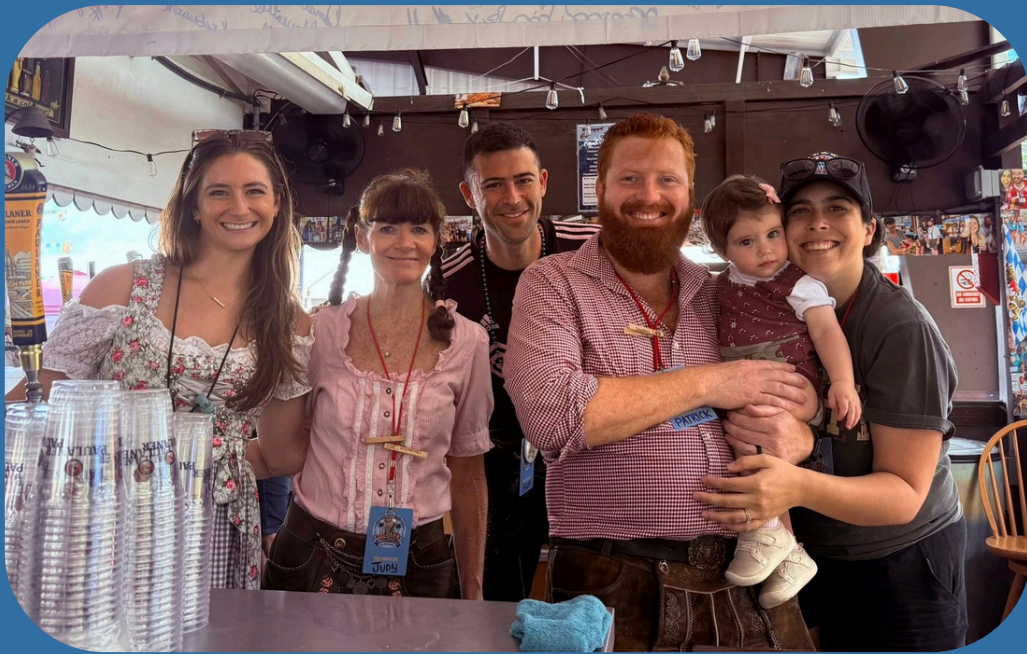
- 10 Complimentary Entry Tickets
- Access to the VIP Area on Fridays and Sundays

On-Site Recognition

- Grouped logo display on monitors throughout the Festgrounds
- Fence banner along Myers Road

Direct Guest Engagement

- One dedicated Facebook spotlight post introducing your company to our audience
- Option to purchase a 10x10 information booth space to interact with guests



Bronze Sponsor

Community Support With Lasting Visibility

\$1,000

A WELCOMING ENTRY POINT FOR BUSINESSES WHO WANT TO BE PART OF THE OKTOBERFEST TRADITION.

The Bronze Sponsor level is ideal for businesses looking to build visibility at an accessible entry point. This package offers exposure across Oktoberfest's print, digital, and on-site channels, ensuring your brand reaches festival guests through multiple touchpoints.

BRONZE SPONSOR VISIBILITY PACKAGE

Brand Presence Across Festival Media

- Logo featured in the Event Program
- Logo included in the Electronic Newsletter
- Logo displayed on the Oktoberfest Website

Exclusive Access

- 5 complimentary entry tickets to enjoy the festival with staff, clients, or family

On-Site Recognition

- Grouped logo display on monitors throughout the Festgrounds
- Your brand will appear in rotation on screens across high-traffic areas, keeping your name in front of guests all weekend long
- Fence banner along Myers Road

Direct Guest Engagement

- Option to purchase a 10x10 Information booth space to interact with guests



Sponsor Level Comparison

Benefits per Level	Platinum	Gold	Silver	Bronze
Price	\$25K	\$10K	\$5K	\$1K
Naming of Key Event Areas	Available	Available		
VIP Access (Clubhouse Upstairs)	All Days w/reserved table Sat.	All Days	Fri & Sun	None
Logo in Event Program	X	X	X*	X*
Logo on Electronic Newsletter	X	X	X*	X*
Logo on Oktoberfest Website	X	X	X	X
Logo on Monitors	X	X	X-Grouped	X-Grouped
AGC Information Booth (flyers/cards provided by sponsor)	X	X	X	
Spotlight on Oktoberfest Posts on Facebook	X(4)	X(2)	X(1)	
Logo on any Oktoberfest flyers	X	X		
Sponsor Announcement 1/day in Clubhouse/Pavilion each (2, total)	X	X		
Fence Banner*	X – Large	X - Large	X - Medium	X- Small
Booth Space (Tent and other equipment not included)	Complimentary	Complimentary	Available for a Fee	Available for a Fee
VIP Package				
Complimentary Entry Tickets	X(70)	X(50)	X(10)	X(5)
Complimentary Drink Tickets (\$9)	X(140)	X(50)		





Join us as a 2026 Oktoberfest Sponsor

Choose your sponsorship Level:
Platinum, Gold, Silver, or Bronze

Reserve Your Spot Today as Limited
Opportunities are Available

Contact us at:
sponsorship@americangermanclub.org

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Thank You!

