



Frohe WEIHNACHTEN!

americangermanclub.org

CHRISTKINDLMARKT

13TH ANNUAL

Sponsorship Opportunities

Dec 11-13, 2026

6TH ANNUAL KRAMPUSNACHT

American German Club of
the Palm Beaches
Lake Worth, Florida

AMERICAN GERMAN CLUB
THE PALM BEACHES

Celebrating German Traditions with over 10,000 Members of Our Community!



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About

Christkindlmarkt & Krampusnacht

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 Christkindlmarkt/Krampusnacht is the region's premier German Christmas Market, 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, family-oriented, and high-visibility setting.







Event Details



Christkindlmarkt & Krampusnacht

December 11-13, 2026

americangermanclub.org

The American German Club's Christkindlmarkt & Krampusnacht are one of South Florida's largest holiday events and attracts a diverse audience each year.



ATTENDANCE

10,000 over one weekend 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

- Entertainment by Local School Music Programs Saturday and Sunday
- DJ on Friday and Saturday Nights
- Visits and Pictures with Santa
- Authentic German Cuisine
- Crafts for the Kids
- 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.

$8,000

Support tradition. Celebrate community. Elevate your brand at Palm Beach County's largest German Christmas Market.

BECOME THE NAME EVERYONE SEES, HEARS, AND REMEMBERS

As a Platinum Sponsor, your brand becomes woven into the heart of our Krampusnacht & Christkindlmarkt — the region's premiere German Christmas market and celebration. 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, Holiday lovers, music fans, and cultural enthusiasts from all over Palm Beach County.

PLATINUM SPONSOR VISIBILITY PACKAGE

- Featured logo in the Electronic Newsletter
- Spotlight logo on the American German Club website
- Logo included on all Krampusnacht & Christkindlmarkt flyers
- Three dedicated Facebook spotlight posts
- 10x10 information booth space to directly interact with guests
- Daily sponsor announcements in the Pavilion
- 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

$8,000

VIP Access & Hospitality

- 20 Complimentary Entry Tickets
- 20 Complimentary Drink Tickets

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.

$4,000

Support tradition. Celebrate community. Elevate your brand at Palm Beach County's largest German Christmas market.

A POWERFUL WAY TO ELEVATE YOUR BRAND THROUGHOUT THE EVENT

As a Gold Sponsor, your business enjoys broad visibility across Christkindlmarkt's & Krampusnacht '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 included in the Electronic Newsletter
- Logo displayed on the American German Club Website
- Logo included on all Krampusnacht & Christkindlmarkt flyers distributed throughout the community

On-Site Recognition

- Daily sponsor announcements in the 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

$4,000

VIP Access & Hospitality

- 10 Complimentary Entry Tickets
- 10 Complimentary Drink Tickets

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.

$2,000





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 in Christkindlmarkt's & Krampusnacht '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 and engagement throughout the festival weekend.

SILVER SPONSOR VISIBILITY PACKAGE

Enhanced Brand Visibility

- Logo included in the Electronic Newsletter
- Logo displayed on the American German Club Website

On-Site Recognition

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

Exclusive Access

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

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 KRAMPUSNACHT AND CHRISTKINDLMARKT TRADITION.

The Bronze Sponsor level is ideal for businesses looking to build visibility at an accessible entry point. This package offers exposure in Christkindlmarkt's & Krampusnacht '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 included in the Electronic Newsletter
- Logo displayed on the American German Club 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	***$8K***	***$4K***	***$2K***	***$1K***
Logo on Electronic Newsletter	X	X	X*	X*
Logo on American German Club Website	X	X	X	X
Logo on Monitors	X	X	X-Grouped	X-Grouped
Spotlight on Krampusnacht and Christkindlmarkt Posts on Social Media	X(3)	X(2)	X(1)	
Logo on Krampusnacht and Christkindlmarkt flyers	X	X		
Sponsor announcement 1/day in Pavillion	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(20)	X(10)	X(7)	X(5)
Complimentary Drink Tickets ($9)	X(20)	X(10)		








Join us as a 2026 Christkindlmarkt & Krampusnacht Sponsor

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

Reserve You Spot Today as Limited Opportunities are Available

Contact us at:
sponsorship@americangermanclub.org

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Thank You!

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