

July 14th, 2016

City of Woodruff  
PO Box 1389  
Woodruff SC, 29388

Dear Potential Sponsor,

The City of Woodruff's Oktoberfest event is a brand new community festival held on October 22nd in our newly renovated McKinney Park from 3-8pm. There will be German food, German music, German drinks, a costume contest, dancing, food and craft vendors, a Christmas Crafts Market, and possibly a Wiener Dog Race!!

We would like to provide an opportunity for you to show support for our community by sponsoring this event. Your donation will help us enhance activities and entertainment provided during Oktoberfest in years to come and contribute to the scope and success of the event.

Included with this letter is a list of sponsor benefits for all sponsorships, ranging from "event supporter" at \$50 to "presenting sponsor" at \$2,000. There is also an option to sponsor ALL of our events for the year as "grand presenting sponsor" at \$5,000.

If you are not interested in sponsoring but you would like to set up an information table (as a vendor) to advertise your business at our event, you may do so for a \$10 fee. Vendor registration forms are available at City Hall or on our website. You can also call us and have one mailed or emailed to you.

Oktoberfest has great potential for providing a wonderful community experience and drawing visitors from surrounding areas. We greatly appreciate any support you would be willing to offer.

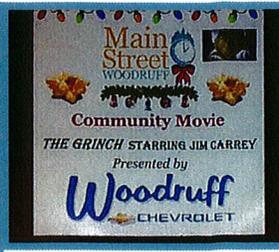
Sincerely,

Alyson Leslie  
Community/Economic Development Director  
City of Woodruff

(864) 476-8154 ext. 47

[aleslie@cityofwoodruff.com](mailto:aleslie@cityofwoodruff.com)

PO Box 1389, Woodruff, SC 29388



## Sponsorship and Advertising Opportunities

### BENEFITS

#### Grand Presenting Sponsor

Recognized with large logo in promotional material for ALL events

Recognition by logo on ads, signs, complimentary info tables for all small events

Invited to have a representative appear on Channel 7's Your Carolina the week of the event

Designated a 5 minute time slot between bands to use the stage for promotion

Receive a large banner on the center of the stage.

Two complimentary information tables at the event

Logo included in Spartanburg Herald Journal ad and on Billboard

Logo on t-shirts for the sponsored event

Mention in Event Ads on radio and Channel 7 Your Carolina

Complimentary Informational Table at the event

Logo on flyers and posters

Link to the organization's website on all internet ads including social media & e-blasts

#### Presenting Sponsor

\*Largest Logo in Promotional Material for the event sponsored. Choose an event.

Invited to have a representative appear on Channel 7's Your Carolina the week of the event

Designated a 5 minute time slot between bands to use the stage for promotion

Receive a large banner on the center of the stage.

Two complimentary information tables at the event

Logo included in Spartanburg Herald Journal ad and on Billboard

Logo on t-shirts for the sponsored event

Mention in Event Ads on radio and Channel 7 Your Carolina

Complimentary Informational Table at the event

Logo on flyers and posters

Link to the organization's website on all internet ads including social media & e-blasts

#### Platinum Sponsor

2x3 banner on front of stage

Logo included in Spartanburg Herald Journal ad and on Billboard

Logo on t-shirts for the sponsored event

Mention in Event Ads on radio and Channel 7 Your Carolina

Complimentary Informational Table at the event

Logo on flyers and posters

Link to the organization's website on all internet ads including social media & e-blasts

#### Gold Sponsor:

2x2 banner on stage

Logo on t-shirts for the sponsored event

Mention in Event Ads on radio and Channel 7 Your Carolina

Complimentary Informational Table at the event

Logo on flyers and posters

Link to the organization's website on all internet ads including social media & e-blasts

#### Silver Sponsor:

1x2 banner on stage

Mention in Event Ads on radio and Channel 7 Your Carolina

Complimentary Informational Table at the event

Logo on flyers and posters

Link to the organization's website on all internet ads including social media & e-blasts

#### Bronze Sponsor:

1x1 banner on stage

Complimentary Informational Table at the event

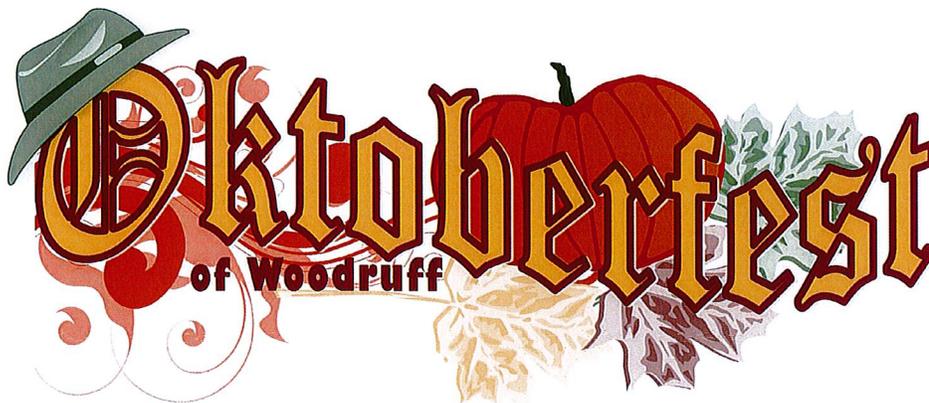
Logo on flyers and posters

Link to the organization's website on all internet ads including social media & e-blasts

#### Event Supporter:

Recognition by logo on ads, signs, complimentary info tables for all small events (Halloween on Main and Easter Eggstravaganza)

*\*If we have a Grand Presenting Sponsor, the Presenting Sponsor of any particular event will be listed alongside the Grand Presenting Sponsor for that particular event (same logo size).*



## Sponsorship Commitment Form

Please submit this page only. You may keep the first page.

I agree to the following conditions:

My organization will provide the sponsorship amount indicated below to the City of Woodruff **no later than October 14th, 2016**. Note: **This form must be submitted by September 19th in order to be included on t-shirts and other advertising material but payment is not due until October 14th.**

**Please select your sponsorship level below.**

Grand Presenting Sponsor: \$5,000 (Covers ALL EVENTS)

Presenting Sponsor: \$2,000

Platinum: \$1,500

Gold: \$1,000

Silver: \$500

Bronze: \$100

Event Supporter: \$50

Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Your suggestion(s) for Sponsor Benefits: \_\_\_\_\_

**Thank You For Your Sponsorship and Support!**

Please make checks payable to the City of Woodruff to PO Box 1389 (Memo: Oktoberfest).