



OKTOBERFEST: TAP THE KEG

SATURDAY, SEPTEMBER 19



GermanVillage.com/Oktoberfest

2025 ATTENDEES
230
(first-year event)

2025 MARKETING REACH
100,000+
(digital channels)

2025 SPONSORSHIP
RETURN RATIO

2.97

GVS received \$2.97 for
every \$1 of sponsorship
(in its first year)

IN ITS FIRST YEAR

25+

LOCAL VOLUNTEERS
helped plan and host this
festival!

GVS Oktoberfest: Tap the Keg returns for its second year to kick-off the German Village Society's Oktoberfest season with an evening of tradition, camaraderie, and celebration. This festive gathering invites friends, neighbors, and visitors to come together to officially tap the first keg, enjoy German-inspired beers and bites, participate in cultural German games, and soak in the spirited atmosphere that defines German Village.

More than a party, Tap the Keg supports the German Village Society's mission as Caretakers of a Legacy™, generating critical resources for historic preservation, community programming, and year-round stewardship of one of America's most beloved historic neighborhoods.

BENEFITS	OKTOBERFEST: TAP THE KEG: SATURDAY, SEPTEMBER 19				
	Presenting Sponsor (1 available)	Signature Sponsor	Onsite Event Sponsor	Competition Sponsor	Team Sponsor
Opportunity to present at event	•	•			
"Presented By" signage	•				
Stein Sponsor	•	•			
Activity Sponsor		•	•		
Competition Sponsor				•	
Competition Team Sponsor (Jersey/Banner)					•
Onsite signage	•	•	•	•	
Social media recognition	•	•	•	•	•
Logo on event materials	•	•	•		
Opportunity to present at event	•	•			
Name on website ticket purchase portal	•	•	•		
GermanVillage.com event page logo	•	•	•	•	
Neighbors4Neighbors newsletter ad	•	•	•	•	
	\$10,000	\$5,000	\$3,000	\$1,500	\$500

WHY SPONSOR?

High-value visibility: Reach 100,000+ people through GVS's digital channels, on-site signage, and event communications tied to a trusted, award-winning historic district.

Targeted, engaged audience: Connect with residents, professionals, and visitors who are deeply invested in community, culture, and local businesses.

Authentic brand alignment: Be associated with a signature cultural event rooted in tradition, craftsmanship, and stewardship—values that resonate well beyond the event itself.

Oktoberfest and its Village Impact

GVS Oktoberfest is the Society's authentic heritage event that enables the Society to enhance and expand its services. Our service operations propel advocacy for historic preservation while driving critical community health and economic outcomes that ripple throughout the entire Columbus region. As a powerful catalyst of social connection, we mobilize strategies to reinforce the quality of our historic district while attracting thousands every year to experience iconic living for themselves.

Historic Preservation Research and Archives Management



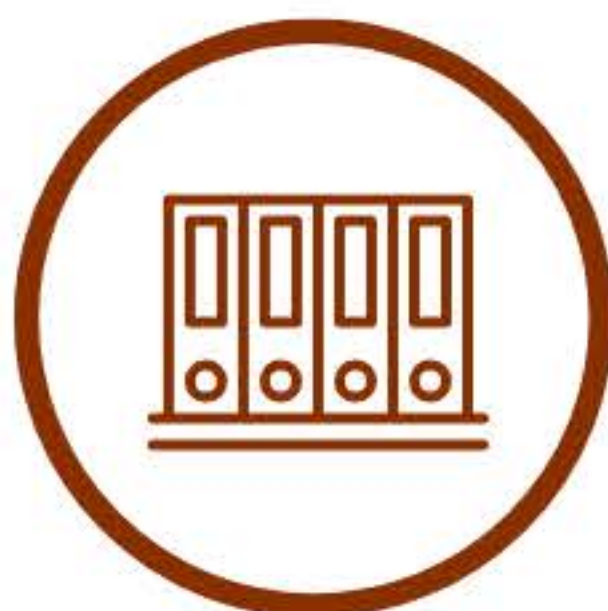
16

House Histories Completed



120

Hours Performing Historic Research



264

Cubic Feet of Archives Maintained



1,931

Archival Listings Managed

Member Services Support



313

Respondents for our Parking Survey



55

Applicants Provided COA Support



10,000+

Packages Managed since 2000



330+

General Service Follow-ups by Email or Phone

Leveraging our Space



6

community groups are provided complimentary access for weekly rehearsals, platz activation, wellness classes, art showings, and membership drives

Enhanced Organizational Staffing to Provide Expanded Services

2025	Status
Executive Director	Full Time
Communications and Membership Engagement Manager	Full Time
Historic Preservation Manager	Full Time

2026	Status
Executive Director	Full Time
Communications and Membership Engagement Manager	Full Time
Architectural Preservation Specialist (COAs)	Part Time
Research and Archives Coordinator	Part Time
Advocacy Coordinator	Part Time

Tourism



800+

visitors educated; 11% international, 33% from Ohio