



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	Prost! 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	\$100

> Prize giveaways and gift cards and highly welcome and greatly encouraged.

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.