

Festival sponsorships and advertising are great opportunities and an affordable way to advertise your business or services and reach nearly 5,000 potential customers.

It is also a great way to help preserve the German-American culture!

*** We will custom-tailor a sponsorship package to your interests. As us about other sponsorships including “Bier Garden”, “Wein Stube”, Main Stage, and more...**

“Brothers’ Grimm” Sponsorship Package - \$300

This package includes:

- 2-day registration for a standard exhibit booth (10'x10' area; 8-foot, display table, two chairs).
- Four (2)-day passes are included with the booth.
- Brothers’ Grimm Sponsorship listing in the Commemorative Festival Program.
- Quarter Page Ad in the Commemorative Festival Program.
- Your banner displayed at our event.

“King Ludwig” Sponsorship Package - \$600

This package includes:

- 2-day registration for a standard exhibit booth (10'x10' area; 8-foot, display table, two chairs).
- Airtime on radio station. 6 radio spots on WXRL1300AM. Call for details.
- Eight (8) additional Festival admission tickets.
- King Ludwig Sponsorship listing in the Commemorative Festival Program.
- Half Page Ad in the Commemorative Festival Program.
- Your banner displayed at our event.
- Your logo featured on website.

“Matterhorn” Sponsorship Package - \$900

Same as the King Ludwig Sponsorship Package, but also includes:

- A total of (2) exhibit booths; (2) 8-foot, (2) display tables, (4) chairs.
- Your banner displayed at the Festival with your business or organization’s name and/or logo.
- Airtime on radio station. 6 radio spots on WXRL1300AM and a Station Interview. Call for details.
- Matterhorn Sponsorship listing in the Commemorative Festival Program.
- Full Page Ad in the Commemorative Festival Program.
- Your banner displayed at our event.
- Your logo featured on website and all collateral material. (flyers, posters, etc.)

***** Note:** *Limited electrical hookups are available if requested in advance.*



WNY German-American Heritage Festival 2011

SPONSORSHIP/ADVERTISING

Labor Day Weekend, September 3 & 4, Cheektowaga Town Park

APPLICATION

Name of Individual or Organization _____

Contact Person _____

Address: _____

City: _____ State: _____ Zip: _____

Day Phone: _____ Eve Phone: _____

E-mail _____

Sponsorship Opportunities

____ Matterhorn: \$900 ____ King Ludwig: \$600 ____ Brothers' Grimm: \$300

____ Other: \$ _____

*** We will need a professional photo, logo, and/or text to be placed in the ad. Art should be supplied electronically or on disk in .jpeg or .gif format and be "print-ready". A \$25 artist fee will be applied for ads that are not "print-ready." (Full Page Ad is 5 1/2 inches wide X 8 1/2 inches high.)

____ **YES, we need electricity**

Commemorative Festival Program

*** Ads and one-line Advertisements. Advertise your business or service here. Families, individuals, or well-wishers! Art should be supplied electronically or on disk in .jpeg or .gif format and be "print-ready". A \$25 artist fee will be applied for ads that are not "print-ready."

(Full Page Ad is 5 1/2 inches wide X 8 1/2 inches high.)

____ **Gold Sponsor: \$100** ____ **Silver Sponsor: \$50** ____ **Bronze Sponsor: \$25**
(full page ad) (half page ad) (quarter page business card ad)

\$ _____ **Optional Artwork Fee \$25**

TOTAL \$ _____ **Check/Money Order enclosed (make check payable to "German Federation")**

**** Please mail this form by July 31, 2011 ****

WNY German-American Heritage Festival, 5769 Apollo Drive, Lakeview, NY 14085

For more info, call (716) 864-1965, GAMBusinessManager@msn.com