



# Sponsorships Levels

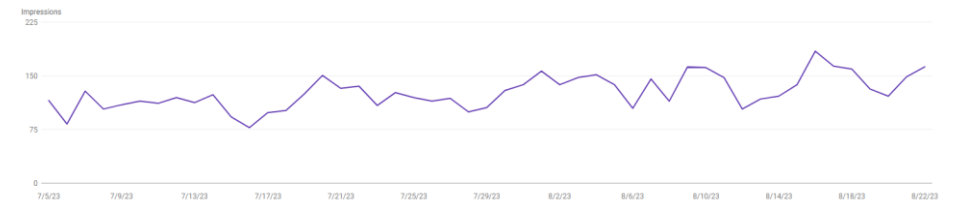
Oktoberfest Miami 2023



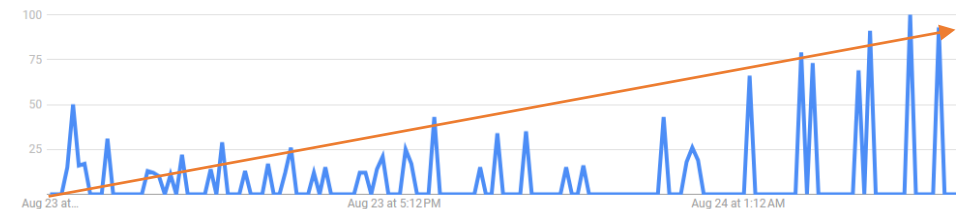
# EVENT KPIs



Item	Expected Out-reach
Average website impressions per month during pre-sales	1,500
Sold tickets 2022	> 8,000
Social media ads out-reach	>20,000
PPC campaign out-reach	>100,000
Press release out-reach	> 350,000
Traffic on ticket sales website during pre-sales	> 600
Oktoberfest Miami Google search ranking	1.4
Oktoberfest Miami Google search CTR	29.5 %



Interest over time ⓘ





# Bronze Sponsor

- Logo Placement: Company logo displayed on event website, social media platforms, and event materials.
- Mention: Verbal recognition during event announcements.
- Tickets: A limited number of complimentary event tickets for company representatives.
- Social Media: Shout-outs on event social media posts.

PRICE: 750 USD

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# Silver Sponsor

- All Bronze Sponsor benefits, plus:
- Enhanced Logo Placement: Company logo featured more prominently on event materials and banners.
- Advertisement: Opportunity to place an advertisement in the event program.
- Tickets: More complimentary event tickets.
- Recognition: Recognition in event press releases and media coverage.

PRICE: 1,500 USD

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# Gold Sponsor

- All Silver Sponsor benefits, plus:
- Premium Logo Placement: Company logo prominently displayed on main stage backdrop and entrance banners.
- Booth Space: Prime location for the booth with increased visibility.
- VIP Access: VIP Tickets for a group of 5
- Branding: Company name and logo featured in event advertising campaigns.

PRICE: 3,000 USD

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# Platinum Sponsor

- All Gold Sponsor benefits, plus:
- Exclusive Logo Placement: Sole logo placement on official event merchandise.
- Speaking Opportunity: Opportunity to speak on stage or host a special event within the festival.
- Hospitality: Exclusive hospitality area for networking and meetings.
- Media Coverage: Prominent inclusion in all event-related media coverage.
- VIP Access: VIP Tickets for a group of 10

PRICE: 5,000 USD

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# Diamond Sponsor

- All Platinum Sponsor benefits, plus:
- Title Sponsorship: Prominent placement of company name alongside the event name (e.g., "Miami Oktoberfest Presented by Your Company").
- Full-page ad in the event program and prime advertising slots.
- Maximum brand visibility across all event touchpoints.
- VIP Access: VIP Tickets for a group of 15

PRICE: 10,000 USD

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Benefit	Bronze	Silver	Gold	Platinum	Diamond
Logo placement on website in sponsor category	✓	✓	✓	✓	✓
Verbal recognition during event	✓	✓	✓	✓	✓
Event Tickets	5	10	✓	✓	✓
Event VIP Tickets	/	/	Group of 5	Group of 10	Group of 15
Shout-outs on social media	✓	✓	✓	✓	✓
Enhanced logo placement on website		✓	✓	✓	✓
Advertisement in event program		✓	✓	✓	✓
Recognition in press releases		✓	✓	✓	✓
Featured in event advertisement			✓	✓	✓
Booth space at event			✓	✓	✓
Logo placement on merchandise				✓	✓
Speaker spot on stage				✓	✓
Exclusive networking area				✓	✓
Prominent inclusion in all event-related media				✓	✓
Title sponsorship with logo placement alongside the event title					✓
Full page ad in event program					✓
Maximum brand visibility					✓







Thank you!

See you at the Oktoberfest 2023!