

BOB STALL

SEP 29 • 4PM-10PM
SEP 30 • 10AM-10PM
OCT 01 • 12PM-8PM



CHEVROLET
FIND NEW ROADS™



FREE
FOR
ALL AGES



in the
VILLAGE

2023
GOLD SPONSORSHIP

LAMESAOKTOBERFEST.ORG

ABOUT THE EVENT

Since 1973, La Mesa Oktoberfest has been attracting over 100,000 people from across San Diego and Southern California for three FREE days of elevated family-friendly entertainment, tons of top-notch German food, live music, and of course, beer! Grab your steins and get ready to "Prost!" (Cheers!), because there's a libation to satisfy the taste of every Mann or Frau at this year's Oktoberfest. Serving up traditional German beers and delicious cocktails with a modern twist, immerse yourself in interactive experiences to get you in the Munich-mood with brat eating contests, musical chairs, yodeling contest and more!

La Mesa Oktoberfest is an elevated experience for all ages with the German Kinder Karneval, featuring a towering inflatable slide, rock-climbing wall, massive inflatable slides, interactive art, scavenger hunts, the wiener/dachshund dog races and more! Non-stop performances by local and regional bands will top off a perfect day soaking in the La Mesa sun in one of the three unique biergartens featuring German Polka bands, indie rock jams, brass musicians and more!

The La Mesa Oktoberfest benefits the La Mesa Village Association who is dedicated to advocating for the growth and development of La Mesa Village, its businesses and associate businesses.



ATTENDEE DEMOGRAPHICS

La Mesa Oktoberfest averages over 100,000 event attendees over 3 days. Attendees consider themselves supporters of art & music who's hobbies include craft beer/spirits, unique culinary experiences, social events, lifestyle interactions, technology and the pursuit of elevated living. They dine out five to seven times per month at a dining establishment. They are interested in financial goods and services such as mortgages and life insurance as well as investment advice.

AGE

Under 21	20%
21 to 39	45%
Over 40	35%

GENDER

Female	45%
Male	55%

ETHNICITY

White	45%
Hispanic	35%
African American	11%
Asian	6%
Other	<3%



MARKETING

The 2023 La Mesa Oktoberfest in The Village utilizes an integrated, multi-media marketing strategy, which includes:

PRINT

Over 1,480,000 impressions estimated
500 posters and 8,500 postcards distributed to restaurants, retailers, coffee shops, wine bars, wineries, farmer's markets, and community events pre-event in San Diego County

LOCAL PRINT ADS

Print newspaper and magazine articles and mentions
Over 125 calendar listings

DIGITAL

Weekly Electronic Newsletters and Inclusions
6 broadcasts total = 210,000 subscriber impressions
Online articles and mentions
A revamped website: lamesaoktoberfest.org
Website banner ads
Email newsletter inclusion
Dedicated eblasts

SOCIAL MEDIA, TV, & RADIO

Social media marketing and targeted advertising
Radio promotions
Local and national media coverage
Includes pre-coverage and day-of coverage on site.
Pre-show coverage by Radio promotions
Three press releases, two calendar notices, and five media alerts

   @LaMesaOktoberfest

LaMesaOktoberfest.org



**Total Estimated
PR Impression Over
5.1 Million**

CREATING OKTOBERFEST MEMORIES FOR 50 YEARS!





GOLD SPONSORSHIP

The La Mesa Oktoberfest Gold Sponsorship program is a great partnership for vendors of the La Mesa community. The program is designed to help raise funds for the La Mesa Village Association and to drive awareness for the La Mesa Village and the businesses within the Village. In return for your financial support, we promote to the entire La Mesa Village restaurant and retail community that they should use our Gold Sponsors before seeking elsewhere.

\$3,000

- Logo inclusion on event website
- Listing in the Event Program
- Advertisement in the online event program
- Recognition on event signage
- Inclusion in a minimum of (3) social media posts

\$2,000

- Logo inclusion on event website
- Listing in the Event Program
- Advertisement in the online event program
- Inclusion in a minimum of (2) social media posts

\$1,000

- Logo inclusion on event website
- Listing in the Event Program
- Inclusion in a minimum of (1) social media posts

\$500

- Logo inclusion on event website
- Listing in the Event Program

INVESTING & BENEFITS

	\$3,000	\$2,000	\$1,000	\$500
LOGO INCLUSION ON EVENT WEBSITE	●	●	●	●
LISTING IN THE EVENT PROGRAM	●	●	●	●
ADVERTISEMENT IN THE ONLINE EVENT PROGRAM	●	●		
RECOGNITION ON EVENT SIGNAGE	●			
INCLUSION IN SOCIAL MEDIA POSTS	3	2	1	



SPONSORSHIP REGISTRATION

- GOLD SPONSORSHIP - \$3000
- GOLD SPONSORSHIP - \$2000
- GOLD SPONSORSHIP - \$1000
- GOLD SPONSORSHIP - \$500

ALL TERMS AND CONDITIONS ACCEPTED BY THE SPONSOR:

Signature: _____ Date: _____

Please print name: _____

Company name: _____ Title: _____

Phone: _____ Fax: _____

Address: _____

City, State & Zip: _____

Email: _____

Twitter: _____ Instagram: _____

Facebook: _____

ALL TERMS AND CONDITIONS ACCEPTED BY LA MESA OKTOBERFEST:

Signature: _____

Date: _____

Please print name: _____

Company name: _____ Title: _____

Phone: _____ Fax: _____

Full payment is due no later than September 1st, 2023.

Checks to be made payable to: National Center for Community Enhancement, Inc. and mailed to: 656 Fifth Avenue, Suite B, San Diego, CA 92101.

Credit cards are accepted for payment with a 3% processing fee.

National Center for Community Enhancement, Inc. is a 501c3 tax-exempt organization - EIN# 47-4076187.



CREDIT CARD AUTHORIZATION

BILLING INFORMATION

Cardholders Name (Please Print): _____

Billing Address for Credit Card: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Cardholder Signature: _____

Date: ____ / ____ / ____

CREDIT CARD INFORMATION

Visa Mastercard Discover

Credit Card Type (Visa, Mastercard, or Discover ONLY)

____ - ____ - ____ - ____

Credit Card Number

____ / ____ / ____

Expiration Date

Card Identification Number (last 3 digits located on the back of the credit card)

Amount To Be Charged: \$ _____

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VILLAGE

