



12th Annual
Oktoberfest
MONTROSE, COLORADO
2017



Sponsorship Packet

September 30th, 2017

Benefiting All Points Transit

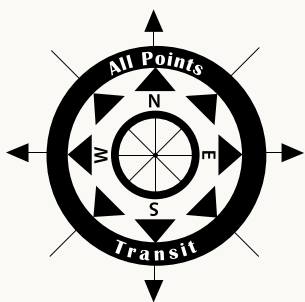


www.allpointstransit.org

Become a Sponsor of the 2017 Oktoberfest



Montrose Oktoberfest brings the best beers of the Western Slope and beyond to downtown Montrose, Colorado! The event features live music, festive food from food trucks and restaurants, and activities and crafts from local businesses and artisans. The event is presented by the Black Canyon Homebrewers Association, a group that has spent the past decade building strong relationships with the best breweries throughout the Western Slope and beyond in the State of Colorado. 2017 will be the 12th year for the event and the 7th year that it benefits All Points Transit. Each year, the event grows in size and scope. It has quickly become a signature event for the City of Montrose.



Support a Good Cause

Your event sponsorship will directly support All Points Transit's mission to provide safe and reliable transportation to seniors, people with disabilities and the general public in communities throughout four counties on the western slope of Colorado.

Did you know that All Points Transit is a 501c3 non-profit? Door to door, driver assisted transportation for seniors and people with disabilities is costly. Each trip costs \$22 on average, or \$44 from home to destination to home. Donations are vital to help us fund our essential community services and programs and to ensure that services are available for many years to come.

About Our Programs

Dial-A-Ride: For many seniors and people with disabilities, their All Points Transit driver is the only person they see all day. The Dial-A-Ride service is a lifeline to the world outside their homes, providing rides to medical appointments, life-saving dialysis treatments, physical therapy, mental health services, meals at the senior centers, shopping and more. All Points Transit's services allow seniors and people with disabilities to age in place and maintain their independence.

Public Transit: The Montrose Public Bus and Olathe Shuttle have been changing lives for low-income workers, people with disabilities, seniors and students in Montrose and Olathe since APT expanded to provide general public transportation in 2010.

We need your help. The combination of a growing population of seniors and stagnant funding from governments and grants has left All Points Transit unable to meet the high demand for services. Oktoberfest gives businesses and community members a chance to have a great time while supporting All Points Transit's essential programs. Become an Oktoberfest sponsor or make a contribution today.

\$5,000 Presenting Sponsorship (2)

- Premiere logo placement and “presented by” language on poster, flyer and all printed promotions
- Logo on custom cups
- Logo on wristband
- Logo on Downtown Banner (shared with Alpine Yodeler only)
- Logo on banner running across the front of the main stage
- Includes Route Sponsorship: Logo / tagline on side of one bus for 6 months
- Premiere logo placement in print ads
- Premiere logo placement on day-of signage and banners
- Logo on All Points Transit website for 1 year
- Press release announcing partnership at confirmation of contract. Inclusion of business in press release leading up to event, with quote from main contact from sponsoring business
- Business name mentioned in commercial radio advertising
- Business recognized from stage during every break. Opportunity for representative from sponsoring business to speak to the crowd
- 10 Free Entry Tickets with VIP Tent Access
- Opportunity to include materials or coupons in visitor gift bags



\$2,000 Alpine Yodeler (1)

- Recognition on all public radio underwriting, including KVNF and KBUT. (Only business mentioned on these ads)
- Logo on banner hanging over Main St. in downtown Montrose promoting the event (logo space shared with presenting sponsor only)
- Prominent logo on print ads, posters, flyers
- Prominent logo on day of signage and banners
- Opportunity to include promotional items or coupons in visitor gift bags
- Recognition from the stage
- 4 free tickets with VIP tent access
- Logo on APT website for 1 year
- Recognition on social media



\$1,500 T-Shirt Sponsor (1)

- Logo on sleeve of official Oktoberfest T Shirt to be sold and given away as prizes at the Event (sponsor will also have access to a pre determined number of T shirts to give away at the event or to employees)
- Logo on posters and flyers
- Logo on day of signage and banners
- 4 free tickets with VIP access
- Recognition on social media



\$1,000 Gemütlichkeit Sponsor (2)

- Help us produce a festive Oktoberfest Atmosphere. With your help, we can bring on the Bavarian dancers and Oompah Band!
- Business name mentioned before each “specialty act” or activity
- Logo on Posters and Flyers
- Logo on day-of signage and banners
- 2 free tickets with VIP Tent Access
- Recognition on social media



\$1,000 Contest & Games Sponsor (1)

- Your sponsorship will bring the following events to Oktoberfest this year:
 - *Chicken Dance Contest
 - *Costume Contest (with awards for best kids, adults and group costume)
 - *Stein Hoisting Competition
- Sponsor credited from stage before each event and during the award of prizes
- Logo on posters and flyers
- Logo on day of signage and banners
- 4 free tickets with VIP access
- Recognition on social media



\$1,000 Oktoberfest Flare Sponsor (1)

- Credit on custom pins produced for and handed out at Oktoberfest
- Logo on Posters and Flyers
- Logo on day-of signage and banners
- 2 free tickets with VIP tent access
- Recognition on social media



\$500 Lederhosen Sponsor

- Logo on event banners
- Business name on poster, flyer
- 2 Free tickets with VIP access
- Recognition on social media



The sponsorship packages described in this packet are designated for businesses providing cash donations in support of Oktoberfest and All Points Transit. If you are interested in participating with in-kind services or media sponsorship, other promotional packages are available. **Please email Sarah at scurtis@allpointstransit.org or call 249-8865.**