



Dear Sponsor:

It is with great enthusiasm that we extend an invitation to apply for participation in the ANNUAL Yorktoberfest Craft Beer Festival on SUNDAY, SEPTEMBER 22, 2019 (Rain or Shine) at the Yorktown Waterfront. Please read all the information carefully and fill in the enclosed application form. There are a few important changes to take note of.

ANNUAL YORKTOBERFEST SPONSOR LEVELS & BENEFIT DETAILS

BENEFITS	MEISTER	LEDERHOSEN	BEER STEIN	BEER MEISTER
Tickets to Event	2 General	5 General	10 General/2 VIP	25 General/5 VIP <i>(\$875 value)</i>
Name or Logo on Event Banners	Name	Name	Logo	Logo
Logo on Website	✓	✓	✓	✓
Logo on Social Media Marketing	✓	✓	✓	✓
Name or Logo on Marketing Print Material		Name	Logo	Logo
Logo on All Eblasts		✓	✓	✓
Vendor Space for Pop-up Tent (10 ft x 10 ft) at Event			✓	✓
Vendor Space for a Table at Event	✓	✓		
Host Mentions at Event		✓	✓	✓
Event Toast <i>(every 20 mins we will toast to a company or a good cause)</i>		✓	✓	✓
Logo on Marketing Banners Around the County			✓	✓
Beer Company Interactions*			✓	✓
Collected DATA Information**			✓	✓
Logo on Event T-shirt			✓	✓
Logo on Beer Tasting Glasses				✓
Beer Class Participation for Top Sales Team†				✓
Reserved Company Table in VIP Section				✓
Logo on ALL Event Print Material				✓
Logo on Digital Media Display at Event				✓
PRICING	\$300	\$750	\$1,500	\$2,500

*You have the access to place two company reps behind the action of the beer stations talking with the customers directly and interacting while the festival is rolling thru the day!

**We will provide you a list of contacts that entered our classes and our festival. Think about YOU MARKETING GURU YOU! Targeted information of the people that came to this event. A great follow up to Monday for potential sales and customers.

†Live interaction with your target market for a one on one BEFORE the beer class starts.

ANNUAL YORKTOBERFEST SPONSOR APPLICATION

(Please completely fill out and return to the York County Chamber office by **AUGUST 20, 2019**)

York County Chamber Member: Yes No

Business Name: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

FEES

Beer Meister Sponsor: \$2,500

Lederhosen Sponsor: \$750

Beer Stein Sponsor: \$1,500

Meister Sponsor: \$300

I would like vendor
space or table at event

Yes No

PAYMENT

Credit Card (Master Card & VISA) Check #: _____

Credit Card #: _____ Exp. Date: _____ 3-digit Card Code: _____

Credit Card Statement Mailing Address: _____

Zip: _____ Signature: _____

ANNUAL YORKTOBERFEST SPONSOR AGREEMENT

- I certify that the information I provide is true and correct and that I understand the rules and general information provided in this application. Further, I certify that representatives of the participating organization listed on this application will abide by said rules.
- My representatives and I agree to hold harmless the County of York, the Yorktoberfest Craft Beer Festival, its directors, agents, employees and volunteers from any and all liability from injury, property damage or loss, which may arise in connection with my participation with Yorktoberfest.
- I understand that once I have been accepted into the Festival there will be no refund of my sponsorship.
- I understand that if the event is canceled because of inclement or hazardous weather, no refund will be issued after acceptance and no credit will be given toward future events.
- Decision will be made 2 days before if event will be canceled or moved to rain date. Everyone will be contacted though email.

Signature (Failure to Sign Voids Application)

Print Name Clearly

Date

SUBMITTING

The Application and the Agreement must be postmarked, emailed, or delivered no later than **AUGUST 20, 2019**, to:

YORKTOBERFEST: c/o York County Chamber of Commerce
4102 George Washington Memorial Highway, Suite 101
Yorktown, VA 23692

Email: yorktoberfest2019@gmail.com

Payment must be sent with the application. A \$35.00 service charge will be assessed for any returned check. Your sponsor fee is non-refundable after acceptance. Once we've received your application a confirmation email will be sent to you no later than **AUGUST 23, 2019**.