

OKTOBERFest

24TH ANNUAL

Commercial Sponsorship and Advertising Opportunities 2022





WHY WE NEED YOU AS OUR SPONSOR

Oktoberfest is the largest event organized by the Directorate of Family and Morale, Welfare and Recreation (MWR) at Fort Belvoir. Family and MWR exists because the U.S. Army is committed to the well-being of the community of people who serve and defend our nation. The mission of Family and MWR is to deliver quality programs that enhance the readiness and resiliency of the entire military community.

MWR programs and events strive to provide Soldiers and their Families with “the same quality of life afforded to the society they protect.” Events such as this would not be possible without the generous support of our Sponsors.

PERKS OF SPONSORSHIP

- More than 27,000 attendees in 2019; and 25,000+ in prior 2 years
- Largest Oktoberfest in Fairfax County
- Diverse customer demographic
- Continuous branding for your business in print and digital media campaigns associated with this event
- Many levels include onsite, touchpoint opportunities for direct customer engagement
- Positive exposure that reflects your good will as an “Army Supporter”





LEVELS OF SPONSORSHIP

ENGAGEMENT PACKAGES

Benefits	Title	Presenting (Carnival)	Presenting (Big Bounce)	Supporting	Entrance
Investment amount	\$15000	\$10000	\$10000	\$7000	\$5000
Availability	1	1	1	1	2
Table(s) with bench & electrical outlet option	4	2	2	1	1
PA recognition daily from Festival tent MC	Y	Y	Y	Y	Y
Fest Tent banner(s)	2	1	1	1	-
Opening ceremony: Invitations	15	10	10	7	5
Opening ceremony: Reserved table	2	N	N	N	N
Opening ceremony: Photo w/CMD group	Y	N	N	N	N
Logo on print & digital materials	Y	Y	Y	Y	Y
Logo & link on O'fest web page	Y	Y	Y	Y	Y
MWR website homepage leaderboard ad	6 months	3 months	3 months	2 months	2 months
Facebook post mentions	Y	Y	Y	Y	Y
Digital display ad	6 months	3 months	3 months	2 months	2 months



LEVELS OF SPONSORSHIP

ENGAGEMENT PACKAGES

Benefits	Opening Ceremony Host	Table (4 days)	Table (Military Appreciation Sunday Only)	Table (Friday or Saturday)
Investment amount	\$4000	\$3000	\$1500	\$1000
Availability	1	12	4	4
Table with bench	1	1	1	1
PA recognition daily from Festival tent MC	Y	Y	Y	Y
Opening Ceremony: Invitations	6	4	2	2
Logo on printed & digital materials	Y	Y	Y	Y
Logo & link on O'fest web page	Y	Y	Y	Y
MWR website homepage tile ad	1 month	1 month	-	-
Facebook post mentions	Y	Y	-	-
Digital display ad	1 month	-	-	-
Opening Ceremony: Option to hand out branded company swag at sign-in tables	Y	-	-	-
Opening ceremony: Reserved table	1	-	-	-
Opening Ceremony: Photo w/CMD group	Y	-	-	-

LEVELS OF SPONSORSHIP

BRANDING PACKAGES

Benefits	Display Vehicle	Entertainment (Stage & Schedule)	Portable Toilet & Handwash Stations	ID Check Tent	Volksmarch
Investment amount	\$2500	\$2500	\$2000	\$1500	\$500
Availability	3	1	3	1	1
Brand placement	On or next to vehicle	Banner on stage/logo on A-frame schedules	Logo inside 30 porta-johns and on 20 sinks	Banner in ID check tent (3x2)	At Volksmarch tent (3x2)
PA recognition daily from Festival tent MC	Y	Y	Y	Y	Y
Logo & link on web	Y	Y	Y	Y	Y
Logo on all printed & digital materials	Y	Y	Y	Y	Y
Opening Ceremony: Invitations	2	2	2	2	2
MWR website homepage tile ad	1 month	1 month	1 month	1 month	-
Facebook post mentions	Y	Y	Y	Y	-



LEVELS OF SPONSORSHIP

ADVERTISER PACKAGES

Benefits	ATM (in-kind)	Onsite & Digital	Onsite Only	Digital Only	Media (in-kind)	Partner (in-kind)
Investment amount	\$4000	\$2000	\$1000	\$1000	\$1500	\$500
Availability	2	10	6	unlimited	unlimited	unlimited
Logo & link on web	Y	Y	Y	Y	Y	Y
Logo on all printed & digital materials	Y	Y	Y	Y	Y	Y
Opening Ceremony: Invitations	4	2	2	2	-	-
Digital screen advertisement	1 month	1 month	-	-	-	-
Table with bench	1	-	-	-	-	-

OKTOBERFEST SPONSORSHIP & ADVERTISING PACKAGE DETAILS



TO PARTICIPATE WITH FULL BENEFITS AND RECEIVE THE GREATEST EXPOSURE, AGREEMENT MUST BE SIGNED NO LATER THAN SEPTEMBER 14, 2022.

➤ Title Sponsorship Minimum offer: \$15,000 (cash, exclusive)



For the maximum level of exposure, look no further than our top-tier sponsorship level. Your company's name, brand and presence will be felt and seen before, during and after the event. Offering touch-point opportunities for your team to directly interact with attendees, as well as awareness opportunities created through our event promotional messaging in print and online, it will be impossible to be at Oktoberfest without knowing about your company's generous support of Fort Belvoir and our MWR mission.

➤ Title Sponsorship Level perks:

- **On-site:**
 - Four (4) display tables with a bench each for all four (4) days of the event; electrical outlet available upon request.
 - Public announcement recognition during all four (4) days of the event.
 - Two (2) large banners (6Wx3H) placed high above the left and right sides of the festival tent stage.
 - Fifteen (15) tickets for Opening Ceremony for staff and business associates.
 - Souvenir photo with the Fort Belvoir Command group and Certificate of Appreciation.
- **Online:**
 - Written recognition, 200-word write-up, logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
 - Website leaderboard ad (rotating) on home page of Belvoir.ArmyMWR.com for six (6) months.
 - Official MWR Facebook page mention as Oktoberfest Presenting sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).
 - One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for six (6) months.
 - Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

OKTOBERFEST SPONSORSHIP & ADVERTISING PACKAGE DETAILS



TO PARTICIPATE WITH FULL BENEFITS AND RECEIVE THE GREATEST EXPOSURE, AGREEMENT MUST BE SIGNED NO LATER THAN SEPTEMBER 14, 2022.

- **Carnival Presenting Sponsorship**
Minimum offer: \$10,000 (cash, exclusive)
- **Big Bounce Presenting Sponsorship**
Minimum offer: \$10,000 (cash, exclusive)



What would a festival be without thrill rides and bounce houses? Sign up to support these two family-focused zones where attendees will be likely to spend countless hours. Your brand will be sprinkled on ride entrances, waiting areas and pathways all around these hubs of family revelry.

➤ Presenting Sponsorship Level perks:

- **On-site:**
 - Two (2) display tables with a bench each for all four (4) days of the event; electrical outlet available upon request.
 - Public announcement recognition during all four (4) days of the event.
 - One (1) large banner (6x3) placed high above one side of the festival tent stage.
 - Ten (10) tickets for Opening Ceremony for staff and business associates.
 - Multiple sponsor recognition A-frames throughout area.
- **Online:**
 - Written recognition, 100-word write-up, logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
 - Website leaderboard ad (rotating) on home page of Belvoir.ArmyMWR.com for three (3) months.
 - Official MWR Facebook page mention as Oktoberfest Title sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).
 - One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for three (3) months.
 - Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

OKTOBERFEST SPONSORSHIP & ADVERTISING PACKAGE DETAILS



TO PARTICIPATE WITH FULL BENEFITS AND RECEIVE THE GREATEST EXPOSURE, AGREEMENT MUST BE SIGNED NO LATER THAN SEPTEMBER 14, 2022.

➤ Supporting Sponsorship: \$7,000 (cash, exclusive)



A lot goes into a production of this magnitude. Your support adds the finishing touches and ensures that no detail is missed. Supporters take O'fest to the next level every year.

➤ Supporting Sponsorship Level perks:

▪ On-site:

- One (1) display table with a bench each for all four (4) days of the event; electrical outlet available upon request.
- Public announcement recognition during all four (4) days of the event.
- One (1) large banner (6x3) placed above one side of the festival tent stage.
- Seven (7) tickets for Opening Ceremony for staff and business associates.

Online:

- Written recognition, 100-word write-up, logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Website leaderboard ad (rotating) on home page of Belvoir.ArmyMWR.com for two (2) months.
- Official MWR Facebook page mention as Oktoberfest Supporting sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).
- One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for two (2) months.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

➤ Entrance Sponsorship: \$5,000 (cash, 2 available)



Whether coming or going, you can meet and greet all attendees at your table placed strategically one of 2 busy entrances.

➤ Entrance Sponsorship Level perks:

▪ On-site:

- One (1) table with a bench at the gate for all four (4) days of the event; electrical outlet available upon request.
- Public announcement recognition during all four (4) days of the event.
- Five (5) tickets for Opening Ceremony for staff and business associates.

• Online:

- Written recognition, 100-word write-up, logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Website leaderboard ad (rotating) on home page of Belvoir.ArmyMWR.com for two (2) months.
- Official MWR Facebook page mention as Oktoberfest Supporting sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).
- One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for two (2) months.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

OKTOBERFEST SPONSORSHIP & ADVERTISING PACKAGE DETAILS



TO PARTICIPATE WITH FULL BENEFITS AND RECEIVE THE GREATEST EXPOSURE, AGREEMENT MUST BE SIGNED NO LATER THAN SEPTEMBER 14, 2022.

➤ Opening Ceremony Host Sponsorship Minimum offer: \$4,000 (cash, exclusive)



If networking is your thing, then be the host that can boast with this high-visibility sponsorship. You will have the option of greeting guests at the check-in table and offering them a memento of your support for the Opening Ceremony and Oktoberfest itself. Meet and greet installation, military government, educational and business leaders, while savoring tasty German food and fare as the sun sets and revelers descend on Fort Belvoir. Business and beer have never looked better together!

➤ Opening Ceremony Host Sponsorship Level perks:

- On-site:
 - One (1) display table with a bench each for all four (4) days of the event.
 - Public announcement recognition during all four (4) days of the event.
 - Six (6) tickets for Opening Ceremony for staff and business associates.
 - Option to distribute samples, promotional gifts, souvenirs or other goods to arriving guests at check-in table.
 - Souvenir photo with the Fort Belvoir Command group and Certificate of Appreciation.
- Online:
 - Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
 - Website tile ad (rotating) on home page of Belvoir.ArmyMWR.com for one (1) month.
 - Official MWR Facebook page mention as Oktoberfest Opening Ceremony Host sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).
 - One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for one(1) month.
 - Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

OKTOBERFEST SPONSORSHIP & ADVERTISING PACKAGE DETAILS



TO PARTICIPATE WITH FULL BENEFITS AND RECEIVE THE GREATEST EXPOSURE, AGREEMENT MUST BE SIGNED NO LATER THAN SEPTEMBER 14, 2022.

- **Table – Four-Day Sponsorship**
\$3,000 (cash, 12 spaces)
- **Table – Military Appreciation Sunday Only Sponsorship**
\$1,500 (cash, 4 spaces)
- **Table – Friday or Saturday Sponsorship**
\$1,000 (cash, 4 spaces)



There is no better way of making a connection and showcasing your service or product than in person. With more than 27,000 attendees over 4 days in 2019 alone, you can expect similar exposure this year as folks look to get out and about, learn about the new NoVA market place, and engage you in your own space.

Note: Limited 10x10 tents are available by request only. You are strongly encouraged to bring your own tent.

➤ Table Sponsorship Level perks:

- **On-site:**
 - One (1) display table with bench for all four (4) days of the event.
 - Public announcement recognition during all four (4) days of the event.
 - Two (2) Opening Ceremony invitations for staff and business associates.
- **Four (4) for 4-day sponsors only:**
 - Four (4) Opening Ceremony invitations.
- **Online:**
 - Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
 - Prominent logo placement on all printed and electronic materials promoting Oktoberfest.
- **Four (4) for 4-day sponsors only:**
 - Website tile ad (rotating) on home page of www.Belvoir.ArmyMWR.com for one (1) months.
 - Official MWR Facebook page mention as Oktoberfest Table sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).

OKTOBERFEST SPONSORSHIP & ADVERTISING PACKAGE DETAILS



TO PARTICIPATE WITH FULL BENEFITS AND RECEIVE THE GREATEST EXPOSURE, AGREEMENT MUST BE SIGNED NO LATER THAN SEPTEMBER 14, 2022.

➤ Display Vehicle Sponsorship: \$2,500 (cash, 3 available)



Showcase your newest e-vehicle, camper, boat or motorcycle for all to explore up-close.

Display Vehicle Sponsorship Level perks:

On-site:

- Branded item (banner, inflatable, sign, etc.) placed by vehicle (car, boat, motorcycle, etc.). Tent space adjacent to vehicle can be accommodated by request.

On-site (all):

- Public announcement recognition during all four (4) days of the event.
- Two (2) tickets for Opening Ceremony.

Online (all):

- Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Website tile ad (rotating) on home page of Belvoir.ArmyMWR.com for one (1) month.
- Official MWR Facebook page mention as Oktoberfest sponsor on all event update posts; minimum of one (1) weekly post; post frequency increases leading up to and during event.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

➤ Entertainment Sponsorship: \$2,500 (cash, exclusive)



Oktoberfest is another way to spell enjoyment. Ensure dancers and music lovers will know you supported their passion.

Entertainment Sponsorship Level perks:

On-site:

- Large banner (6x3) on stage under band and logo on performer schedule boards around tent.

OKTOBERFEST SPONSORSHIP & ADVERTISING PACKAGE DETAILS



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➤ Portable Toilet & Handwashing Station Sponsorship: \$2,000 (cash, 3 available)



With so many beverages to enjoy, expect multiple trips to the port-a-johns where your brand won't be missed.

Portable Toilet & Handwashing Station Level perks:

On-site:

- Logo on sign inside porta-john units on door and on signs on handwashing station.

Onsite (all):

- Public announcement recognition during Opening Ceremony and all four (4) days of the event.
- Two (2) tickets for Opening Ceremony.

Online (all):

- Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Website tile ad (rotating) on home page of Belvoir.ArmyMWR.com for one (1) month.
- Official MWR Facebook page mention as Oktoberfest sponsor on all event update posts; minimum of one (1) weekly post; post frequency increases leading up to and during event.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

➤ ID Check Tent Sponsorship: \$1,500 (cash, exclusive)



Let attendees know you support responsible drinking at this very popular tent.

ID Check Sponsorship Level perks:

On-site:

- One (1) banner (6x3) on at the ID verification tent.

➤ Volksmarch Sponsorship: \$500 (cash, exclusive)



Volksmarchers flock to this official 10K walk around Fort Belvoir to get AKA credits. Show them you support this sport.

Volksmarch Sponsorship Level perks:

On-site:

- One (1) banner (6x3) at Volksmarch registration tent.

OKTOBERFEST SPONSORSHIP & ADVERTISING PACKAGE DETAILS



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➤ **ATM Advertiser**
\$4,000 (cash/in-kind option, 2 available)

➤ **Onsite & Digital Advertiser**
\$1,500 (cash, 10 available)

➤ **Onsite Only Advertiser**
\$1,000 (cash, 6 available)

➤ **Digital Only Advertiser**
\$1,000 (cash, unlimited)

➤ **Media Advertiser**
\$1500 (cash/in-kind option, unlimited)

➤ **Partner Advertiser**
\$500 (cash/in-kind option, unlimited)

There is no better way of making a connection and showcasing your service or product than in person. With more than 27,000 attendees over 4 days in 2019 alone, you can expect similar exposure this year as folks look to get out and about, learn about the new NoVA market place, and engage you in your own space.

Note: Limited 10x10 tents are available by request only. You are strongly encouraged to bring your own tent.



➤ **Advertiser Level perks:**

▪ **On-site:**

▪ **For ATM advertiser only:**

- Display table with a bench each for all four (4) days of the event.
- Four (4) Opening Ceremony invitations.

▪ **For Onsite & Digital, Onsite Only, and Digital Only advertisers:**

- Two (2) Opening Ceremony invitations.

▪ **Online (all):**

- Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

▪ **For ATM, Onsite & Digital (combo) advertisers only:**

- One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for one (1) month.

FORT BELVOIR FAMILY AND MWR

COMMERCIAL SPONSORSHIP & ADVERTISING GUIDELINES



TO PARTICIPATE WITH FULL BENEFITS AND RECEIVE THE GREATEST EXPOSURE, AGREEMENT MUST BE SIGNED NO LATER THAN SEPTEMBER 14, 2022.

REQUIREMENTS FOR ON-SITE DISPLAYS

- Installation access - All attendees will be vetted at entrance gates. Please ensure your personnel or any staff, crew, employees or other associates of your organization meet the minimum criteria to enter the installation. Also verify vehicle registration and inspection sticker expiration dates. For specific access details, visit home.army.mil/belvoir and click on **Installation access/gates**.
- Tables and display areas – This year, the sponsor area is NOT TENTED. Limited 10x10 tents are available by request only. You are strongly encouraged to bring your own tent. Tables DO NOT include table cloths; please bring your own. Table area and display space is limited to 10 x 10. Please do not encroach on other sponsor's space. Set-up must be completed 45 minutes before O'fest opening hours. Displays can be left overnight, but must be properly covered, concealed, tethered and/or stored. MWR will not be held liable for missing or damaged property left on site. Wind and rain regularly impact the event; please plan accordingly.
- Vehicle displays – Please let event organizers know when your vehicle will be arriving so that staff can direct you to the appropriate location. Once positioned, vehicle cannot move or exit for the duration of the event. Vehicle must be properly positioned 45 minutes before O'fest opening hours. Tent space adjacent to vehicle can be accommodated by request. Vehicle must be properly covered, concealed, tethered and/or stored. MWR will not be held liable for missing or damaged property left on site. Wind and rain regularly affect the event; please plan accordingly.



FORT BELVOIR FAMILY AND MWR

COMMERCIAL SPONSORSHIP & ADVERTISING GUIDELINES



TO PARTICIPATE WITH FULL BENEFITS AND RECEIVE THE GREATEST EXPOSURE, AGREEMENT MUST BE SIGNED NO LATER THAN SEPTEMBER 14, AND ART RECEIVED BY DEADLINES BELOW.

CREATIVE SPECIFICATIONS

All printed materials must include this disclaimer:

“Sponsorship does not imply endorsement by the Department of Defense (DoD), the US Army or Fort Belvoir.”

- Logos: **DUE SEPTEMBER 14**
 - Print: Sponsors must provide logo as vector file (.eps); files in .png, .pdf or .jpeg format will be accepted at a minimum 300 dpi resolution in CMYK format. Maximum file size 5MB.
 - Online: Sponsors must provide logo as vector file (.eps); files in .png, .pdf or .jpeg format will be accepted at a 72-96 dpi resolution in RGB format. Maximum file size 2MB.
 - T-shirt/wrist band/mugs/glasses: Sponsors must provide one-color (black) logo as vector file (.eps) with minimum 300 dpi resolution. Maximum file size 5MB. If vertical space limits legibility, business name will be used instead with prior notice.
- Banners: **DUE SEPTEMBER 21**

Largest banner size accepted will be 6’W x 3’H. Smallest is 3’W x 2’H. Must include disclaimer. Banners must have grommets or means to affix ties or hanging cords/devices. Banners will be discarded if not retrieved one (1) week after event.
- Digital display ads: **DUE SEPTEMBER 28**

Static ad at 1500x844 pixels, 72 to 96 dpi, .jpg file format in RGB color.
- Web ads: **DUE SEPTEMBER 28**
 - Leaderboard: 728 x 90 pixels, 72 to 96 dpi, .jpg file format in RGB color, max size 80KB; specify web page (URL) to which ad must link.
 - Tile: 300 x 250 pixels, 72 to 96 dpi, .jpg file format in RGB color, max size 80KB; specify web page (URL) to which ad must link.
- Facebook mentions – Business name will be mentioned in body text of recurring Facebook posts promoting the event. Name will not be linked.

FAMILY & MWR COMMERCIAL SPONSORSHIP & ADVERTISING

LEGAL AND ADMINISTRATIVE INFORMATION

NEED MORE INFO? HAVE QUESTIONS?

The US Army has defined specific guidelines regarding the selection of sponsors and the responsibilities of both the installation and the sponsors:

- This program authorizes the underwriting of Family and MWR events via cash, goods or services, or a combination off all three in exchange for stipulated marketing, promotional and merchandising activities.
- All sponsors and/or co-sponsors will be competitively solicited and selected; individual agreements will be negotiated with each sponsor.
- Disclaimers must be announced and/or posted on all printed materials stating “Sponsorship does not imply endorsement by the Department of Defense (DoD), the US Army or Fort Belvoir.”
- Solicitation of alcohol or tobacco companies is not authorized. However, they may be sponsors based on unsolicited offers.
- An event sponsorship with Fort Belvoir is not a promise to award future business, an official endorsement of a product or service, or the suppression of existing policies regarding the unsolicited.

FORT BELVOIR FAMILY AND MWR MARKETING

Commercial Sponsorship & Advertising (CS&A)

Ms. Yibeli Galindo-Baird, CS&A Account Executive

(571) 414-1862 | Yibeli.Galindo-Baird.naf@army.mil

Golf Club Office: 8420 Beulah Street, Building 2920, Fort Belvoir, VA 22060

Mailing address: 5820 21st Street, Building 210, Fort Belvoir, VA 22060

2019 OKTOBERFEST PARTNERS

Family and MWR sincerely thanks recent sponsors and advertisers for their ongoing support of this event. Your partnership with MWR truly enables us to fulfill our goal of providing services, programs and events that are as outstanding as the people we serve. We could not do it without you!



SPONSORSHIP DOES NOT IMPLY U.S. ARMY ENDORSEMENT.



Sponsorship does not imply endorsement by the Department of Defense (DoD), the US Army or Fort Belvoir.

READY TO SHOW YOUR SUPPORT? TIME IS RUNNING OUT. CONTACT US TODAY!



FORT BELVOIR Oktober Fest

2022

September 29 – October 2
Fremont Field

*As a guest or
as a sponsor,
we hope you will
join us again
this year!*



Follow us on Facebook
Belvoir MWR
belvoir.armymwr.com