Annual Sustaining Sponsorship Packages | 2023–2024

PRESENTING SPONSOR — $20,000

All the Platinum level recognition benefits, plus:

• Company logo featured prominently in Deutsche Tage or St. Paul Oktoberfest event branding
• Featured year-long logo placement on the GAI homepage (56,000 visitors annually, 328,000 impressions)
• Recognition as presenting sponsor on all event marketing materials
• 4 additional VIP event tickets per event

PLATINUM LEVEL — $10,000

Company logo/link prominently featured in all event print and digital media including:

• Featured year-long logo placement on the GAI homepage (56,000 visitors annually, 328,000 impressions)
• Logo placement on the Deutsche Tage, St. Paul Oktoberfest, Twin Cities German Film Festival, and Christmas in Germany event pages
• Inclusion as platinum sponsor in each festival direct mailing campaign (10,000 households)
• Year-long recognition with logo/link in GAI print and e-newsletters reaching 5,000 subscribers per month
• 5 social media postings before, during, and after each GAI cultural event (6,500 followers)
• Recognition in our Annual Report and on our corporate sponsor recognition webpage

Prominent recognition with logo/name during the Deutsche Tage and St. Paul Oktoberfest, including:

• Optional company tent for event activation on the grounds
• Standalone MC recognition throughout the festival

Event Perks:

• 6 tickets to sponsor-exclusive, pre-festival happy hour for Deutsche Tage and St. Paul Oktoberfest
• 6 VIP sponsor bags which include wristbands and drink tickets for guests 21+ to share

GOLD LEVEL — $6,000

• Year-long logo placement on the GAI homepage (56,000 visitors annually, 328,000 impressions)

Prominent recognition with logo/name during the Deutsche Tage and St. Paul Oktoberfest, including:

• Optional company info tent on the grounds
• MC recognition throughout the festival

Event Perks:

• 4 tickets to sponsor-exclusive, pre-festival happy hour event for Deutsche Tage and St. Paul Oktoberfest
• 4 VIP sponsor bags which include wristbands and drink tickets for guests 21+ to share
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SILVER LEVEL — $3,000
• Year-long logo placement on the GAI homepage (56,000 visitors annually, 328,000 impressions)
• Logo/link featured in all event print and digital media including logo placement on Deutsche Tage, St. Paul Oktoberfest, Twin Cities German Film Festival, and Christmas in Germany event web pages
• Logo/link in GAI print and e-newsletter reaching over 5,000 subscribers monthly
• Recognition on our GAI homepage, Annual Report, and on our corporate sponsor recognition webpage
Prominent recognition with logo/name during the Deutsche Tage and St. Paul Oktoberfest, including:
• MC recognition throughout the festival
Event Perks:
• 2 tickets to sponsor-exclusive, pre-festival happy hour event for Deutsche Tage and St. Paul Oktoberfest
• 2 VIP sponsor bags which include wristbands for guests 21+ to share

BRONZE LEVEL—$1000
• Logo/link included GAI print and e-newsletter and website reaching over 5,000 subscribers
Prominent recognition with logo/name during the Deutsche Tage and St. Paul Oktoberfest, including:
• MC recognition throughout the festival
Event Perks:
• 2 free VIP sponsor bags, includes 2 wristbands and drink tickets for guest 21+
• 2 tickets to happy hour