



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)

Logo/link featured in all event print and digital media including:

- Logo placement on the Deutsche Tage, St. Paul Oktoberfest, Twin Cities German Film Festival, and Christmas in Germany event pages
- Logo/link in GAI print and e-newsletter reaching over 5,000 subscribers per month
- 3 social media postings before, during, and after the 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 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