



## Annual Sustaining Sponsorship Packages | 2024

### PRESENTING SPONSOR – \$10,000

*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 – \$6,000

*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 (30,000 households annually)
- Year-long recognition with logo/link in GAI e-newsletters reaching 5,500 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 – \$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 the Deutsche Tage, St. Paul Oktoberfest, Twin Cities German Film Festival, and Christmas in Germany event pages
- Logo/link in GAI e-newsletter reaching over 5,500 subscribers (66,000 impressions annually)
- Inclusion as gold sponsor in each festival direct mailing campaign (30,000 households annually)
- 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 – \$1,000

- 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 e-newsletter reaching over 5,500 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

### EVENT LEVEL—\$500

- Logo/link included GAI e-newsletter and website reaching over 5,000 subscribers *Prominent recognition with logo/name during the Deutsche Tage or 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