



KITCHENER • WATERLOO
OKTOBERFEST®

EAT | **STAY** | **PLAY**

**Community Partnership
Package**

The **Eat | Stay | Play** initiative is designed to promote local businesses by offering unique experiences to residents and visitors alike. This community partnership program encourages businesses to participate under three main categories: Eat, Stay and Play. By joining this initiative, your business will gain increased visibility, customer engagement and opportunities for cross-promotion within the community. Together, we can create memorable experiences for our community and visitors!

Partnership Opportunities for hotels, restaurants or any local business offering an Oktoberfest Special or hosting an event!

EAT - Restaurants, Cafes, Food Trucks, Bakeries, Breweries, etc.

STAY - Hotels, Bed & Breakfasts, Rentals, etc.

PLAY - Events, Entertainment Venues, Museums, Art Galleries, Tour Operators, etc.



Host an Oktoberfest Event or Feature at your Business

Since 1969, Kitchener-Waterloo Oktoberfest has celebrated the Bavarian Heritage of Waterloo Region, while significantly impacting the local economy. The Festival has an estimated economic benefit of \$12.9M per year for Waterloo Region! Bring the Festival to your organization or place of business and be featured in the Eat | Stay | Play initiative! This can be a private event for your guests or customers or something for the entire community to enjoy!

Why become a Kitchener-Waterloo Oktoberfest Eat | Stay | Play Partner?

- Maximize your presence at K-W Oktoberfest and receive additional marketing support.
- Enhance your event with authentic Oktoberfest elements such as live entertainment, keg tapping, themed decor and VIP visitors.
- Align your business with a dynamic and internationally recognized Festival, enhancing your own brand's visibility and credibility.
- Reach a vast audience with hundreds of thousands of people attending K-W Oktoberfest each year including 70% local attendees, providing significant exposure and potential for customer engagement.
- Join over 200 local businesses, government entities and non-profit/charitable partners in creating a unique and vibrant tourism event that benefits the entire community.
- Partner with Canada's Largest Bavarian Festival, an award-winning event renowned for its celebration of Bavarian culture and community spirit.

+5.7 Million
 TOTAL IMPRESSIONS

+450,000
 WEBSITE VISITS

+1.5 Million
 PEOPLE REACHED

+80,000
 TOTAL ENGAGEMENTS

+36,000
 FOLLOWERS

+13,000
 EMAIL SUBSCRIBERS

Eat | Stay | Play Community Event Package

Choose from one of the three categories, Eat, Stay or Play and host an Oktoberfest event or feature at your location!

Package Includes:

- Listing on the Festival Events Calendar: Your event will be listed on oktoberfest.ca with a description, logo and a link to your website or ticket sales page.
- Use of the Festival Logo: Enhance your promotional materials with the official Oktoberfest logo.
- Inclusion in the Festival Newsletter: Your event will be featured in one email newsletter sent to over 13,000 festival volunteers and subscribers.

Deadline to Sign Up: August 31, 2024

Package Price: \$300 (+HST)

Book An EVENT UBER PACKAGE!

Eat | Stay | Play Community Event Package + Digital ad on oktoberfest.ca + Accordionist (3 hours) + an Oktoberfest Swag Pack to give away (Total Value: \$1,050!) Package Price: \$900 (plus HST)

ADD-ONS

Website Banner Ad - \$150

Keg Tapping Ceremony - \$500

Includes an emcee and accordionist! (Fee does NOT include beer)

Oktoberfest Entertainment

Dance Group Performance - \$200 (15 minutes)

Accordionist - \$500 (3 hours)

Three Piece Band - \$1,200 (3 hours)

WunderWagen Mobile Stage

Bring the Festival experience to your venue or event! Our mobile Oktoberfest stage includes lights & sound system.

3 hours \$1,200

3 hours & band \$2,400

All entertainment requests & WunderWagen are pending availability.

How to Join

Fill out the partnership application form available at oktoberfest.ca/communitypartners.

Our team will review your application and contact you with further details.

Questions? Please contact us at info@oktoberfest.ca.

