∙ 5000+ People ∙ Student Artists/Chefs ∙ 17 Bands ∙ Costumes ∙

DocktoberFest Branding

We are changing the way brands reach out to the newest generation of buyers. We have a vibrant mix amongst three generations of upwardly mobile boomers, generation xers, and the millennial students from the 26 universities located within a 5 block walk from our event site... These universities include U.I.C., Roosevelt, Columbia, DePaul, Northwestern, Robert Morris, and many others… Rather than go to each urban school individually, we invite your brand to join us as partners at our event to engage your new buyers directly. We will create brand relationships everyone will be social media sharing about, throughout the year, in anticipation of next year's event!



Building on the area’s unique character, the neighborhood will draw festival goers, visitors, and 1000s of students across Chicagoland with our fantastic music line-up, great foodertainment with Kendall’s chef stars, student artisan vendors, along with our exciting boat partners. Partner up with us and let's create a new lifestyle with our attendees creating new brand relationships.

Fun activities, we’ve got em’! We will be nautically themed and adorned with pirates and wenches including costume contests every night. Between sets on our mini-stage we'll have Karaoke, food challenges, event announcements, awards presentations, event promotions, and of course boat rides from the marina. We’re planning a few surprises for the future chefs to show off their skills a bit. We might be looking for a judge…Are you available?

***How can a sponsor partner participate?***

***Please contact:*** Vernon Patrick, Producer [docktoberfest@gmail.com](mailto:docktoberfest@gmail.com), 773-791-7311

For a package tailored to your specific needs, share your marketing objectives, so I can meet your “return of objectives” head-on, or check out our festival sponsor partnership strategies below.

DocktoberFest Event Details

***Our Attendance****:* 5,000+ in 2013 and estimated 12,000 in 2014

***Host Organization****:* River City Marina Condo Association (a Non-Profit org)

***Charity & Cause****:* Improve Beautification and Functionality of 200 W. Polk Street.

***Location***: In Chicago, on Polk Street at Wells Street

***Dates & Times***:   
Friday, Oct 25 3pm – 10pm ∙ Saturday Oct 26 11am – 10pm ∙ Sunday Oct 27; 11am – 9pm

***Media Partners*** Print ∙ Web ∙ Social Media

***Cost***:

$5 event donation at the gate

$1 = 1 ticket - Food & Beverage Tickets (Varied Prices)

$5 donation - Food Competition Sampling

***Music***: Two White Crew, Hairbangers Ball, Appalatin, Crussia, The Bright White, John Darnell, Jip Jop, Archie Powell & the Exports, Amrita, Eric Lambert & Friends, Like Pioneers, The Damn Choir, Sweet Diezel Jenkins and More…

***Activities***: Costume Contests, Food Challenges, Student Artisan Fair, Sunday Champagne Bluegrass & Barbershop Brunch, Karaoke, food competitions, costume contests, on our main stage and promotional stage

***Beverages***: Beer, Wine, Champagne, Coffee, Energy Drinks, Water, Soft Drinks, Orange Juice

***Food***: Prepared by Kendall College Future Chef & Hospitality Stars: pancakes, fruit cups, brats, dogs, chili, pasta, chips, pretzels, candy, chocolate cheesecake, brownies

***Area Universities /Student Artisans***: Kendall College, Columbia, DePaul, UIC, Robert Morris, Roosevelt, & more…

***Retail Vendors***

Businesses and retail shops from Chicagoland, River South /Printers Row / South Loop

CREATE NEW BRAND RELATIONSHIPS WITH MILLENIALS, WHILE FORGING NEW ALLIANCES with ALL!

***Event Site***: As an event sponsor, your business name/logo will appear on numerous banners at the event providing direct exposure to our attendees. Sponsor Booths will give you the opportunity to interact with, sell and sample directly to thousands of consumers.

***Public Relations Campaign***: Press releases will be sent to over 200 local and national press contacts. With nearly 500,000 media impressions on print and online, DOCKtoberfest will be a successful festival PR campaign in its first year, with a media value well over $30,000!

***Guerrilla Street Team…Marketing***: With over 150,000 area students living in the area amongst 26 universities, our street team will be engaging the campuses, school organizations, faculties and area student residences gaining their support and social media following.

***Print and Online Marketing***: Your logo/name (depending on sponsorship level) will appear on a diverse advertising and branding plan for the event and on the sponsor page on docktoberfest.com with a link to your website. This year the Print and Online Marketing includes:

Docktoberfest $3000 value

ChicagoWaterCraft $3000 value

Docktoberfest Social Media $3000 value  
River City Marina Condo Assn $350 value

Chicago Reader print

1 page Insert $2500 value

Chicago Reader print

(4) ½ page print ads $6000 value

Chicago Reader online

150,000+ Impressions $2000 value

200 posters $1000 value

10,000 flyers $1000 value  
  
*2013 Sponsors will receive up to an advertising estimated value of $23,000+/-!*

2013 DocktoberFest Event Sponsorship

**Presenting Sponsorship**: $10,000

• Name with title: “Presented by Your Company”

• Category exclusivity.

• Special PR release announcing sponsorship.

• First tier logo placement in all event related printed materials.

• A special e-blast advertising the event includes a message from your company.

• Name in title, logo, link and message from your company on event website.

• Selling, sampling, display and promotional rights from 10’X20’ fully equipped booth.

• \*Dominant banner placement, fifteen 3’ x 5’ banners on-site, including back drop banner on main music stage, one banner at promotional mini-stage and at entrance gates.

• Name in title and logo included on festival welcoming banner at main entrance.

• Fifteen passes to VIP tent daily

**Diamond Stage Sponsorship**: $7,500

• Category exclusivity

• Second tier logo placement, just behind Presenting Sponsor, in all print ads, collateral materials and internet.

• Logo placement in all print advertising and internet.

• Logo and link on event website.

• Selling, sampling, display and promotional rights from 10’X20’ fully equipped booth.

• \*Ten 3’ x 5’ banners placed throughout event site including back drop banner on promotional mini-stage PLUS prominent left or right sound wing on main stage banner placement on (1) main stage and (1) promotional stage

• Logo placement on event welcome banners.

• Ten passes to VIP tent daily.

**Gold Stage Sponsorship**: $5,000

• Category exclusivity

• Logo placement in all print advertising and internet.

• Logo and link on event website.

• Selling, sampling, display and promotional rights from 10’X10’ fully equipped booth.

• \*Five 3’ x 5’ banners placed throughout event site PLUS signage on the front of (1) main stage.

• Logo placement on event welcome banners.

• Five passes to VIP tent daily.

**Silver Event Sponsorship**: $3,500\*

• Category Exclusivity

• Name/Logo in all print advertising and internet.

• Logo and link on event website.

• Selling, sampling, display and promotional rights from 10’X10’ fully equipped booth.

• \*Four 3’ x 5’ banners placed throughout event site including one on the front lip of one stage.

**Event Booth Sponsorship**: $1,500\*

• Sampling, display and promotional rights from 10’X10’ booth space (sponsor provides tent/tables/chairs).

• Logo and link on festival web site.

***\*Sponsor provides all Event Branded Approved 3’ x 5’ corporate banners, with grommets on 4 corners. All sizes with our event artwork/branding coupled to your brand and or logo to be approved in advance.***



 

***Sponsorship Agreement***

Congratulations, you are a fest sponsor! We are excited to work with you and market your brand or product.

The following parties agree to participate as

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Official Sponsor Sponsorship Category

Agreed by:

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Print name - Official representative for Sponsor

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Signature - Official representative for Sponsor date

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Vernon Patrick – Official representative for River City Marina Condominium Association

**Sponsorship Fee Payment Due by October 1, 2013**

**Payable to:**

River City Marina Condo Assn, (non-profit)

Scan to: [DOCKtoberfest@gmail.com](mailto:DOCKtoberfest@gmail.com)  
C: 773.791.7311  
  
“RCMCA Donation letter presented once event concludes and your check clears.”