

Kingtoberfest

SPONSORSHIP PACKAGE

Saturday, October 4th, 2025
Cold Creek Conservation Area

events@king.ca

KING





Calling all local businesses in King Township!

We're thrilled to introduce Kingtoberfest, an exciting event that blends the rich traditions of Oktoberfest with the stunning natural beauty of Cold Creek Conservation Area. As we prepare for our inaugural year, we are building on the excitement and momentum from other successful events in King Township, and we expect Kingtoberfest to be no different.

Our vision for Kingtoberfest is to bring the community and guests together for an evening filled with authentic German food, lively music, energetic dancers, and engaging activities. The event will offer a wide array of traditional games, activities, and, of course, a diverse selection of German beers, making it an unforgettable experience for all attendees. Kingtoberfest promises to be the premier event of the season, attracting visitors from across the region to celebrate with us on Saturday, October 4th, from 5:00 PM to 10:30 PM at Cold Creek Conservation Area.

This package details the sponsorship levels available for Kingtoberfest 2025.

Presenting Sponsor

\$10,000

Naming Rights: Kingtoberfest "Presented by" on all marketing collateral, including the event name.

Public Acknowledgment: Recognition as the overall Event Sponsor during the event.

Signage: One company banner displayed on the stage and three additional signs or banners placed around the festival grounds and logo on sponsor thank you signage.

Social Media: Recognition on Township of King's social media channels (Facebook, X, Instagram).

Website: Company logo with a clickable link featured on the Township of King website as the Event Sponsor.

Media Exposure: Inclusion in newspaper advertising, event media releases, radio ads, Township eNews, event posters, and other marketing materials (when available).

Event Signage: Recognition as Event Sponsor on mobile road signs promoting the event.

Festival Merchandise: Your company logo printed on festival steins.

VIP Access: 10 VIP Event Passes.

Main Stage Sponsor

\$7,000

Signage: Two sponsor recognition signs (A-frame signs) displayed by the Main Stage and logo on sponsor thank you signage

Public Acknowledgment: Recognition as the Main Stage Sponsor during the event.

Website: Company logo with a clickable link featured on the Township of King website as the Main Stage Sponsor.

Social Media: Recognition on Township of King's social media channels (Facebook, X, Instagram).

VIP Access: 4 VIP Event Passes.

Beer Garden Sponsor
\$7,000

Signage: Two sponsor recognition signs (A-frame signs) by the Beer Garden and logo on sponsor thank you signage

Public Acknowledgment: Recognition as the Beer Garden Sponsor during the event.

Website: Company logo with a clickable link featured on the Township of King website as the Beer Garden Sponsor.

Social Media: Recognition on Township of King's social media channels (Facebook, X, Instagram).

VIP Access: 4 VIP Event Passes.

Tent Sponsor
\$5,000

Signage: Two sponsor recognition signs (banners) displayed at the Tent Structure and logo on sponsor thank you signage

Public Acknowledgment: Recognition as the Tent Structure Sponsor during the event.

Website: Company logo with a clickable link featured on the Township of King website as the Tent Structure Sponsor.

Social Media: Recognition on Township of King's social media channels (Facebook, X, Instagram).

VIP Access: 2 VIP Event Passes.

Entertainment Sponsor
\$2,000

Signage: One sponsor recognition sign (A-frame signs) and logo on sponsor thank you signage displayed at the event

Public Acknowledgment: Recognition as the Band Sponsor during the event.

Social Media: Recognition on Festival and Community Services social media channels.

Website: Company logo with a clickable link featured on the Township of King website as the Entertainment Sponsor.

Event Access: 1 General Event Pass + 1 VIP Event Pass.

Friends of the Fest
\$500

Signage: Logo on sponsor thank you signage

Website: Recognition as Friends of the Fest with a company logo and clickable link on the Township of King website.

Event Access: 1 General Event Pass.

Yes, I want to be a sponsor at this event!

As a valued sponsor, your contribution will help us elevate the experience for our guests, enhancing the atmosphere, entertainment, and overall impact of Kingtoberfest. Our sponsorship packages are designed to offer your business unique marketing opportunities and significant brand recognition within King Township and beyond. With a variety of options available, we have a package to suit every budget. Kingtoberfest provides the ultimate platform to promote your business to a diverse and enthusiastic audience.

To become a sponsor or to discuss sponsorship opportunities in more detail, please contact:

Danielle Panaro
Recreation Coordinator - Special Events, Community
Services
events@king.ca

Sponsorship packages are allocated on a first-come, first-served basis.



Kingtoberfest Sponsor Application Form

Please make a selection:

- ☐ Presenting Sponsor - \$10,000
- ☐ Main Stage Sponsor - \$7,000
- ☐ Beer Garden Sponsor - \$7,000
- ☐ Tent Sponsor - \$5,000
- ☐ Entertainment Sponsor - \$2,000
- ☐ Friends of the Fest - \$500

Payment Method:

- ☐ Online (Credit Card) * if selected, staff will follow up for next steps
- ☐ Cheque

** Cheques must be made payable to**

Township of King

Attn: Danielle Panaro

2585 King Road, King City, ON L7B 1A1

Name:

Business Name:

Address:

Town:

Postal Code:

Email:

Phone Number:

Website:

Facebook:

Instagram:

Other Information:

Details/Comments About Sponsorship:

Thank you for contributing to the first annual Kingtoberfest!

The personal information contained on this form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act (28-2) and will be solely used for Event operational and promotional activities. Any questions regarding the collection, use or disclosure of information should be forwarded to the Clerks Department at the Township of King, 2585 King Rd / King City, ON / L7B 1A1 / 905 833 5321.

Kingtoberfest

For more information on event logistics, vendors and sponsorship contact our team at events@king.ca.

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