



October 15, 2011 | Redwood City, Ca

Sponsorship Overview

The second annual Peninsula Oktoberfest is taking place on Saturday, October 15, 2011!

We're planning a one-day community event of beer, food and music. We invite you to join beer lovers from around the SF Bay Area. Centrally located in City of Redwood City, and adjacent to public transportation, Courthouse Square is easily accessible to everyone from San Francisco, San Jose, the East Bay area and everywhere in between.

Peninsula Oktoberfest is a community event hosted by Bullfrog Media. We have chosen to donate a portion of the proceeds from this event to a local charitable organization.

The Redwood City Education Foundation (RCEF) is an all volunteer, community-based foundation. They are the only organization raising funds district-wide to support education programs for the students in the Redwood City School District. They work closely with the district to ensure that the programs they support meet the needs of the children and will better prepare them for high school, college, the work force and life. The RCEF is a 501(c) nonprofit organization (Tax ID# 94-2903141).

Follow @penoktoberfest and @bullfrogmedia on Twitter or www.facebook.com/bullfrogmedia for regular updates about this event and visit www.peninsulaoktoberfest.com.

Date	Saturday, October 15, 2011 from 10 a.m. - 8 p.m.
Location	Courthouse Square 2200 Broadway Avenue Redwood City, California
Admission	Free admission \$20 wristband fee includes mug and one drink tickets \$5 for each additional drink ticket
Anticipated Attendance	5,000 - 15,000+
Demographics	7.3 million - Total Population San Jose-San Francisco-Oakland metropolitan area 5.4 million - Population over the age of 21 1.6 million - Population employed in management, professional and related occupations 1.5 million - Population employed in service, sales and office occupations 1.2 million - Population with bachelors degree or higher
*Numbers are from 2008 U.S. Census estimates	697k - Population employed in information, professional, scientific, management and administrative industries 38 - Median Age \$76,476 - Median household income

Note: Dates and event details are subject to change. Sponsors will be notified as soon as possible of any significant changes in the event program including, but not limited to, venue change or event cancellation. In the event of cancellation, sponsors will be reimbursed any unused funds. All funds not reimbursed will be receipted and tax deductible in accordance with California law.



PENINSULA OKTOBERFEST

COORDINATED BY BULLFROG MEDIA
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The sponsorship deadline is July 1, 2011. Business logos (300 DPI minimum, vector EPS format) should be emailed to sponsor@peninsulaoktoberfest.com no later than July 15, 2011. Please contact Kriselle Laran of Bullfrog Media at info@peninsulaoktoberfest.com if you have any questions regarding sponsorship of the Peninsula Oktoberfest.

Sponsor/Company Name	Booth Name (if different)
Company Representative Name	Company Representative Title
Address	
City	Zip
Phone	Email

Sponsorship Benefits	Bronze \$500	Silver \$750	Gold \$1000	Platinum \$2500	Diamond \$5000
Listing, logo and link on Peninsula Oktoberfest web site	X	X	X	X	X
Logo and link on Peninsula Oktoberfest Facebook page	X	X	X	X	X
Logo on printed materials, including fliers, signage, advertisements and posters	X	X	X	X	X
Logo and link on Peninsula Oktoberfest Facebook page	X	X	X	X	X
Company name in press releases	X	X	X	X	X
Promotion of sponsorship on all social media accounts	X	X	X	X	X
10' x 10' reserved booth space	X	X	X	X	X
Booth materials (1 table, 2 chairs, canopy, power cords, lighting for after hours)		X	X	X	X
Name announced in radio advertisements (Alice 97.3, 107.7 The Bone, 105.3 KRTY)			X	X	X
Logo included on billboard space				X	X
Logo on event mugs (distributed to every attendee that purchases a beer wristband)					X