

Sponsorship Opportunities



CITY OF DANIA BEACH
PARKS & RECREATION
SPECIAL EVENTS

DANIA AFTER DARK – OKTOBERFEST EVENT SPONSORSHIP PACKAGES

The City of Dania Beach is hosting their Dania After Dark Oktoberfest on October 14 from 6 p.m. to 9 p.m. With over 25 breweries offering exquisite brews, captivating performances by the Polka Brothers Band and Jay Valor, thrilling games, and a dedicated kids' zone for families, this event promises something for everyone.

Let's create an unforgettable evening of cherished memories and delights together. Join us in celebrating the spirit of Dania Beach and making a significant impact on our community. Contact us to discuss a tailored sponsorship package that aligns with your marketing goals and showcases your brand's dedication to our event and community.

When: Saturday, October 14, 2023

Where: Dania Beach City Hall
100 W Dania Beach Blvd.
Dania Beach, FL 33004

Time: 6 p.m. to 9 p.m.

Estimated

Attendance: 2,500 guests on a flow basis

City Contact: Ashley Vlastic, Special Events Manager
avlastic@daniabeachfl.gov or 954-924-6800, x3627

SPONSOR PACKAGES:

Special note: Sponsor agrees to provide City with the following items in kind (at no cost to the city) for Event. (All marketing materials must be approved by City prior to distribution).

Cup Sponsor - \$10,000

- Cup sponsor, all commemorative cups for Oktoberfest will include corporate logo
- Opportunity to make welcoming comments at event
- Corporate logo on event email blasts
- Corporate logo on the Dania After Dark event website (not City's .gov website) with a link to the company website
- Up to (2) event social media mentions on event page
- Corporate logo on stage banner during event
- Company name or logo added to event marketing materials (post-contract date)
- Ability to display a banner at event (sponsor to provide to city)
- (1) sponsor tent placements (sponsor to provide tent and staff)
- Special recognition by emcee throughout event
- Up to (15) Oktoberfest tickets with VIP parking (will expedite entry & premium parking)
- Ability to set out giveaways/advertising material at registration tables (material needs to be approved by City prior to event date)

Silver Sponsor - \$5,000

- Company name or logo added to event marketing materials (post-contract date)
- Corporate logo on event website with a link to company website
- Logo on stage banner during event
- (1) Event social media mentions on event page
- (1) Banner placements at event (banner to be provided by sponsor)
- Special recognition by MC throughout event
- (1) sponsor tent placement (sponsor to provide tent and staff)
- Ability to have marketing material on pretzel necklaces
- Up to (10) Oktoberfest tickets (will expedite entry & premium parking)

Bronze Sponsor - \$1,000

- Company name or logo added to event marketing materials (post contract date)
- Logo on stage banner during event
- Special recognition by MC throughout event
- Up to (5) Oktoberfest tickets (will expedite entry & premium parking)