

# BERWYN'S 24TH ANNUAL OKTOBERFEST

**The Festival** Fri, Sept 19, 2025 from 6PM-11PM • Sat, Sept 20, 2025 from 12PM-11PM

Berwyn's Depot District - Intersection of Oak Park Ave & Windsor Ave, just off the "Berwyn" BNSF Metra Station.

Though the sun will begin to set on summer, Berwyn's festival calendar hits a crescendo with its annual Oktoberfest. Now in its 24th year, the Depot District's premier event has grown into the western suburbs' biggest party of the year. This year, the successful two-day event takes place in Berwyn's downtown along the Metra tracks. The event hosts a record attendance, drawing both locals and visitors from around Chicago.

Oktoberfest's mid-September kick-off coincides with the original Munich Oktoberfest and is a perfect foray into autumn. The event boasts live music, an international food court, carnival and amusement rides, and a Beer Garden. Oktoberfest is an event designed to beat the end of summer blues!

The event will follow all current CDC guidelines.



## Investing Together

Activating your sponsorship is one of our top goals. We do this by providing you with the maximum return on investment. Each sponsorship package is tailored to include an extensive menu of benefits designed to meet your objectives.

## Sponsor Benefits

ON-SITE PRESENCE, BRAND ACKNOWLEDGEMENT, PROMOTIONAL RIGHTS, LOGO RECOGNITION

## Choose your sponsorship level:

- HEADLINING SPONSOR: \$20,000
- SUPPORTING SPONSOR: \$10,000
- DISPLAY SPONSOR: \$5,000
- COMMUNITY SPONSOR: \$1,000
- FAMILY PAVILLION SPONSOR: \$500



Berwyn's quaint, walkable city center extends across both sides of the Metra BNSF Line. The **Depot District** has an array of independent shops, dining, and nightlife options.

COMPANY NAME

NAME

ADDRESS

CITY

STATE

PHONE

EMAIL



Make checks payable to Berwyn Development Corporation or register online at [Berwyn.net](http://Berwyn.net)  
Questions? 708-788-8100 or [info@berwyn.net](mailto:info@berwyn.net)



# BERWYN'S 24TH ANNUAL OKTOBERFEST

## SPONSOR BENEFITS

	Headlining \$20,000	Supporting \$10,000	Display \$5,000	Community \$1,000	Family Pavillion \$500
<b>On-site Activation &amp; Presence</b>					
Company VIP to welcome crowd from music stage preceding headliner act on both nights	✓				
Banner placement on stage	Center Stage Backdrop	Top Stage banner			
Use of stage at sponsor's own event (At a normal fee)					
In person special announcement on stage	✓	✓			
Company can provide literature, coupon or samples at ticket sales booths	✓	✓	✓		
Tented booth to be used for marketing, promotion, display or your company's products and services *Up to two spaces available	10'x20' space* 2 tables, 4 chairs	10'x20' space* 2 tables, 4 chairs	10'x10' space* 2 tables, 4 chairs		
Logo on banners placed throughout the event. Including stage area "Welcome Banner"	5 banners	4 banners	2 banners	2 banners	1 banner
Name and special mention in automated announcements	✓	✓	✓	✓	✓
<b>Public Relations &amp; Promotional Rights</b>					
Company will have logo included in print advertising and collateral materials including promo flyers and event posters	First Tier	Second Tier	Third Tier	Fourth Tier	
Naming rights, ie: Berwyn's Oktoberfest presented by	All Event & Stage				
Sponsor included in all print and broadcast advertising, internet, PR and event collateral materials	✓				
Receive Official Sponsor status in related press kits and general news releases	✓	✓			
Special press release announcing your sponsorship	✓	✓			
Your company will have rights to event marks and logos for one year past the date of signing	✓	✓	✓	✓	✓
Inclusion of company logo on digital billboard at high traffic intersection for 2 weeks preceding event	✓				
Special e-blast advertising the event includes a logo, link and message from your company	✓	✓			
Company logo and link on event website	✓	✓	✓	✓	✓
Company name included on event's social media	✓	✓	✓	✓	✓