



# **Knights of Columbus**

## **Council 8152, Crossville, TN**

### **OKTOBERFEST 2019**

July 8, 2019

Dear Community-minded Businessperson:

*OKTOBERFEST 2019* is coming up soon – October 18 & 19. This will be our 29<sup>th</sup> consecutive Oktoberfest and, on behalf of the Knights of Columbus Council 8152 (Crossville, Tennessee), we'd like to invite you to join our ever-growing family of sponsors.

This is the major annual fundraising event that enables the Knights of Columbus to maintain its buildings and grounds, so we may continue backing the various local charities we've faithfully supported over the years.

Oktoberfest – the Upper Cumberland's premier German-American festival – is an excellent opportunity to introduce your company's products or services to attendees, who flock to Crossville from all over Middle and East Tennessee and beyond.

Our sponsors are permitted to promote their businesses from large banners hung within the festival pavilion. Every sponsor's image/message gets multiple views per hour throughout the event on several prominently displayed monitors. In addition to the on-site exposure during the festival, links to event sponsors' websites are listed all year on

our official event website (CrossvilleOktoberfest.com). However, if you prefer, you may participate as an anonymous donor. Plus, every sponsor receives complimentary admission tickets. Our advertising is widespread, with 15,000 flyers distributed in Cumberland and surrounding counties – in addition to radio and print advertising. And now you can be part of this exciting annual festival!

We make it easy to participate. Simply choose your preferred level of sponsorship from the attached sheet, fill in the requested information, enclose a check (payable to Knights of Columbus) and mail it to the address provided. And again, if you prefer, you may remain anonymous.

We know you'll feel good about helping to support the good works of the Knights of Columbus in the Greater Crossville area – and we want to thank you in advance for your consideration.

Sincerely,

Your *OKTOBERFEST* 2019 Chairmen

John Peaslee, 931-510-4205

Denny Roy, 931-788-1540

Frank Reali, 931-210-6387

<http://CrossvilleOktoberfest.com>  
[sponsors@CrossvilleOktoberfest.com](mailto:sponsors@CrossvilleOktoberfest.com)



# Knights of Columbus Council 8152, Crossville, TN

## OKTOBERFEST 2019

All *OKTOBERFEST* sponsors will receive the following, based on the sponsor level chosen:

- Complimentary admission tickets
- Year-round listing on the **CrossvilleOktoberfest.com** website sponsors page
- Image and/or message displayed on digital signage at Oktoberfest.  
Sponsor digital signs are displayed on a rotating basis. Frequency of display in the rotation increases with sponsorship level.  
A demo of last year's sponsor roll is available at <http://CrossvilleOktoberfest.com/Sponsors/Demo.html>
- Your banner hung in our pavilion (sponsors of \$100+)
- A plaque noting your support (sponsors of \$250+)

Sponsor Level	Donation	Maximum Size of Banner (width and height in feet)	Complimentary Admission Tickets
Platinum	\$1,000+	16 x 4	12
Gold	\$500-\$999	10 x 4	6
Silver	\$250-\$499	8 x 3	4
Bronze	\$100-\$249	6 x 3	2

### YES! WE WOULD LIKE TO BE A 2019 *OKTOBERFEST* SPONSOR.

The category we have chosen is (check one):

Platinum \_\_\_\_\_ Gold \_\_\_\_\_ Silver \_\_\_\_\_ Bronze \_\_\_\_\_ Sponsorship amount \$ \_\_\_\_\_

I plan on providing a banner to be placed in the pavilion: Yes \_\_\_\_\_ No \_\_\_\_\_

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Telephone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Digital Signage Content: \_\_\_\_\_  
(Logos and other imagery, in standard web file formats, can be emailed to the address below)

**Please return as soon as possible with your check payable to Knights of Columbus**

Mail to: OKTOBERFEST, P.O. Box 4055, Crossville, TN 38557

Note: If you have questions, please email [sponsors@CrossvilleOktoberfest.com](mailto:sponsors@CrossvilleOktoberfest.com)