



SATURDAY
September 28
10:00 am - 6:00 pm

West Dunklin, Broadway & Washington Streets

Jefferson City's 19th Annual

OKTOBERFEST

Hosted by the Old Munichburg Association

Celebration of German Heritage

Dear friend of Jefferson City, the Southside, and Munichburg:

The Old Munichburg Association is excited to announce the 19th annual Jefferson City Oktoberfest to be held on September 28, 2019. The festival will be held on Dunklin Street in the heart of historic Old Munichburg. Oktoberfest is one of Jefferson City's signature festivals. It attracts participants and visitors from our city and from the entire Central Missouri region.

On Saturday, September 29, from 10 am to 6 pm, we will celebrate the Southside's rich heritage with festival activities including performances on the main stage, bratwurst and hot dogs served at the Muenchberg Beer and Wine Garden, Missouri's largest dachshund derby and costume contest, kids' activities, craft and food vendors, baked goods, craft demonstrations, and the Mid Mo Old Car Club car show. The festival will be located on Broadway, Dunklin, and Washington streets.

As always, all proceeds from Oktoberfest are used to make improvements in the Southside/Munichburg area, such as historic markers and landscaping. Our improvement efforts are made in cooperation with the Southside CID, Capital Region Medical Center, and the City of Jefferson.

We invite you to join other local businesses in generously promoting this festival as a sponsor. A form is enclosed on which you can indicate your level of support.

Thank you so much.

Please feel free to call me at 573-864-0540 or email me at Oktoberfestjcmo@gmail.com. We appreciate your support. Please join us on Facebook, and visit our website at www.oldmunichburg.com.

Sincerely,

Alison Tharp Martin

Event Coordinator
Old Munichburg Association

2019 OKTOBERFEST FESTIVAL SPONSORSHIPS

SATURDAY, SEPTEMBER 28, 2019

\$1,000 PLATINUM SPONSORSHIP

Extensively promoted through advertisement as the General Festival Sponsor; Business logo printed on festival T-shirt; Banner with all Festival Sponsors; Recognition from Main Stage; Vendor Space

\$750 GOLD SPONSORSHIP

MAIN STAGE ENTERTAINMENT

Entertainment TBD

Extensively promoted through advertisement; Business logo printed on festival T-shirt; Banner with all Festival Sponsors; Recognition from Main Stage; Vendor Space

\$500 GOLD SPONSORSHIP

MUENCHBERG BEER & WINE GARDEN

Extensively promoted through advertisement; Business logo printed on festival T-shirt; Banner with all Festival Sponsors; Vendor Space

\$400 GOLD SPONSORSHIP

DACHSHUND DERBY/COSTUME CONTEST or KIDS' CORNER

Extensively promoted through advertisement; Business logo printed on festival T-shirt; Exclusive title sponsorship with sign; Vendor Space

\$125 T-SHIRT SPONSORSHIP (complete attached form)

Business logo printed on festival T-shirt; Vendor Space

We would like to sponsor the following events:

Amount enclosed: _____

Checks payable to: Old Munichburg Association, P.O. Box 105806, Jefferson City, MO 65110

Questions? Please call/text/email Alison Martin, Oktoberfestjcmo@gmail.com/ 573-864-0540