



**Saturday September 25th 2021**  
**West Dunklin, Broadway and Washington Streets**

# **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 21st annual Jefferson City Oktoberfest to be held on September 25, 2021. The festival will be held in the heart of historic Old Munichburg.

On Saturday, September 25, from 10 am to 6 pm, we will celebrate the Southside's American heritage with festival activities including performances on the main stage, bratwurst and hot dogs served at the Muenchberg Beer 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.

**One of Jefferson City's signature festivals, Oktoberfest attracts participants and visitors from all over Central Missouri. As a sponsor:**

- **You will be offered a vendor space if you desire.**
- **You will continue the tradition of keeping the festival free.**
- **You will contribute to Southside maintenance, progress, and sustainability.**
- **You will keep making Oktoberfest one of mid-Missouri's largest and most popular events.**

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 for your support for 2021 Oktoberfest!***

*Alison Martin*  
Event Coordinator

[Oktoberfestjcmo@gmail.com](mailto:Oktoberfestjcmo@gmail.com) / [www.oldmunichburg.com](http://www.oldmunichburg.com) / 573.864.0540

# **2021 OKTOBERFEST SPONSORSHIPS**

## **FESTIVAL SPONSORS – SATURDAY, SEPTEMBER 25, 2021**

### **\$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

### **\$750 GOLD SPOONSORSHIP**

#### **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

### **\$500 GOLD SPOONSORSHIP**

#### **MUNICHBERG BEER/WINE GARDEN**

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

### **\$400 GOLD SPOONSORSHIP**

#### **DACHSHUND DERBY/COSTUME CONTEST or KID'S CORNER**

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

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

Business logo printed on festival T-shirt.

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**We would like to sponsor the following event(s):**

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**Amount enclosed:** \_\_\_\_\_

**Checks payable to: Old Munichburg Association, P.O. box 105806, Jefferson City, Missouri 65110  
Questions? Please call/text/email Alison Martin, 573-864-0540 / oktoberfestjcmo@gmail.com**

# 2021 Jefferson City Oktoberfest

## T-shirt Sponsor - \$125



**Design and color subject to change. This is last year's design. We are updating.**

**Shirts will be sold the day of the festival.**

Please Complete the following:

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

Address: \_\_\_\_\_

Email & Phone: \_\_\_\_\_

Amount Enclosed: \_\_\_\_\_

If you desire a logo to be printed instead of your business name, please email the logo to:

[oktoberfestjcmo@gmail.com](mailto:oktoberfestjcmo@gmail.com)

**Deadline is August 1, 2021**

Mail payment to:

Old Munichburg Association

P.O. Box 105806

Jefferson City, MO 65110