



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

The Old Munichburg Association is excited to announce its annual Jefferson City Oktoberfest to be held on September 27, 2025. The festival will be held in the heart of historic Old Munichburg. This year marks the 25th anniversary of the Old Munichburg Association!

On Saturday, September 27, from 10 am to 6 pm, we will celebrate the Southside's German-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 the 2025 Oktoberfest!

Matt Holland

President
Old Munichburg Association
president@oldmunichburg.com / www.oldmunichburg.com

2025 OKTOBERFEST SPONSORSHIPS

FESTIVAL SPONSORS – SATURDAY, SEPTEMBER 27, 2025

\$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 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

\$500 GOLD SPONSORSHIP

MUNICHBERG BEER/WINE GARDEN

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

\$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.

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

Business logo printed on festival T-shirt.

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

Amount enclosed: _____

Make checks payable to:

**Old Munichburg Association
P.O. Box 105806
Jefferson City, Missouri 65110**

Questions? Please call/text/email Matt Holland, 573-645-8850 / president@oldmunichburg.com

2025 Jefferson City Oktoberfest

T-shirt Sponsor - \$125



Design and color subject to change. This is a previous 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:
oktoberfest@oldmunichburg.com

Deadline is August 1, 2025

Mail payment to:
Old Munichburg Association
P.O. Box 105806
Jefferson City, MO 65110