SPONSOR GUIDE
2022

EVENT CONTACT:
Ashley Lipscomb
Office: (208) 630-6108
alipscomb@mcpaws.org

OKTOBERFEST
MCPAWS & BRUNDAGE MOUNTAIN RESORT PRESENT
OCTOBER 1, 2022
MCCALL, IDAHO
There are several great ways you can get involved with the 2022 MCPAWS Oktoberfest! We are seeking three types of sponsorships: general sponsorships, in-kind donations for goods and services, and event element sponsorships.

**SPONSORSHIP BENEFITS**

The success of Oktoberfest begins with the support of businesses and organizations like yours! We value the support of our sponsors and continue to work to ensure you receive the recognition you deserve! That recognition is a great opportunity to increase awareness of your own business through the promotional efforts leading up to and during the event.

To promote Oktoberfest, MCPAWS will be engaging in several promotional campaigns that include public relations to regional radio and television stations and newspapers. In addition, social media marketing will be used as a tool to spread valuable information about Oktoberfest to a broader audience. Online and interactive promotional tools will also work to create a buzz about the event and fundraising. Activities such as website listings, community calendars, applicable video postings and the like will all be enlisted. Finally, Oktoberfest will also be promoted with traditional print media formats such as posters, and flyers.

As a sponsor, you will be included in these promotional efforts (based on meeting the sponsorship deadline!). We invite you to learn more about the different sponsorship levels and to support this growing community event!

**WHAT:** The 12th Annual MCPAWS Oktoberfest is a fundraising event for MCPAWS Regional Animal Shelter that includes food vendors, beer garden and beer tasting, raffle, live music, craft vendors, local business and organization vendors and Oktoberfest games.

**WHY:** Oktoberfest is a fundraising event for MCPAWS and while the primary purpose is to raise funds to help support the shelter, this event also provides a family-friendly community event. We strive to keep attendance cost low to encourage participation and help to attract out-of-town attendees. Oktoberfest is also a great opportunity for local businesses to promote themselves through vendor and sponsorship opportunities.

**WHERE:** The Activity Barn (141 Moonridge Drive) | McCall

**WHEN:** Saturday, October 1, 2022 | Noon - 6:00pm

**ATTENDANCE:** Anticipated attendance for our 2022 event is 1,500 - 2,000 people.

**COST:** $15 - includes 1 complimentary beer and an Oktoberfest souvenir koozie!
GENERAL SPONSORSHIP

Diamond Sponsor | $5,000
Our Diamond Sponsor will receive a complimentary vendor space (10 x 10 booth), representation of your business or organization through a large banner display during the event, logo and recognition in all promotional activities including newspaper ads, printed collateral, press releases, website, etc. as well as verbal recognition throughout the event during main stage announcements. In addition, your business will be included in our event advertising on STAR Radio.

Platinum Sponsor | $1,000
Our Platinum Sponsors will receive a complimentary vendor space (10 x 10 booth), representation of your business or organization through a large banner display during the event, logo and recognition in all promotional activities including newspaper ads, printed collateral, press releases, website, etc. as well as verbal recognition throughout the event during main stage announcements.

Gold Sponsor | $500
Our Gold Sponsors will receive representation of your business or organization through a small banner display during the event, logo and recognition in all promotional activities including newspaper ads, printed collateral, website, etc. as well as verbal recognition throughout the event during main stage announcements.

Silver Sponsor | $250
Our Silver Sponsors will receive representation of your business or organization through logo placement and recognition in all promotional activities including newspaper ads, printed collateral, website, etc. as well as verbal recognition throughout the event during main stage announcements.

Friend of MCPAWS | Under $250
As a Friend of MCPAWS, your business can get involved by sponsoring any dollar amount below $250. Our “Friends” will receive recognition through marketing efforts associated with Oktoberfest as well as verbal recognition throughout the event during main stage announcements.

IN-KIND SPONSORSHIP
We are very interested in in-kind donations in return for a sponsorship! Please contact Ashley Lipscomb at 208-630-6108 to learn more about the services and goods we are seeking.

RAFFLE ITEMS
In addition to the sponsorships listed above, MCPAWS is also looking for fun raffle items to be included in the Oktoberfest event!

To ensure your business receives maximum exposure, please confirm your sponsorship by Friday, September 16th!
SPONSOR COMMITMENT
PLEASE COMPLETE THE FOLLOWING:

Please check the applicable sponsor level:

☐ Diamond Sponsor - $5,000
☐ Platinum Sponsor - $1,000
☐ Gold Sponsor - $500
☐ Silver Sponsor - $250
☐ Friend of MCPAWS - $250 or below (please indicate amount:_________________)
☐ In-Kind Sponsorship
☐ Event Element Sponsorship
☐ Raffle Item Donation - Item donated:____________________________________

Contact Name:________________________________________________________________

Business / Sponsor Name:______________________________________________________

Address:____________________________________________________________________

City:__________________________ State:_______ Zip:__________

Email Address:______________________________________________________________

Phone Number:____________________________________________________________

Please make checks payable to MCPAWS Regional Animal Shelter and return this form to:

MCPAWS Regional Animal Shelter
PO BOX 1375
McCall, Idaho 83638

DEADLINE:
Friday, September 16th!