



## **PURPOSE OF CAPITAL CITY OKTOBERFEST**

The first purpose of Capital City Oktoberfest is to present an Oktoberfest event that is more in line with traditional Oktoberfests by featuring German-style beer, food and entertainment.

The second purpose is for the event to be unique to the city of Lincoln by highlighting and supporting local-area small businesses and groups. Leading the charge on this front are Lincoln's breweries. Their German-style beers make up the majority of the beer selection with only a few traditional German imports rounding out the menu.

It's an opportunity to present a unique city festival that celebrates the community and increases exposure to some of the businesses, groups and people that are doing great things in the city of Lincoln.

## **EVENT STRUCTURE**

The Capital City Oktoberfest will be held at Turbine Flats and run Saturday, September 7 from 12:00 to 10:00 pm, and Sunday, September 8 from 12:00 to 8:00 pm. The event grounds will consist of the Turbine Flats parking lot, extending out into that portion of 21st Street which will be closed off, Turbine Flats' main gallery and the large studio space connecting the gallery and lot.

There will be admission to the event. Tickets will be available for purchase on the Capital City Oktoberfest website beginning the first week of July. Tickets will be \$5 when pre-ordered online and \$7 at the gate. This has the dual purpose of helping pay for the event and helping manage crowd sizes.

Once inside, attendees will be able to purchase tickets for beer and food. These tickets will be sold at \$1 per ticket. There is no limit to how many tickets can be purchased. This will help simplify purchases and make the beer and food lines run more efficiently.

Attendees are encouraged to bring their own steins to drink from. As these steins will vary in size, all beer will be sold on a fixed ounce basis: 12oz, 16oz and 32oz. The price of beer served will be determined once we have all final costs from the breweries and distributors.

## **OFFERINGS & ACTIVITIES**

### **BEER**

There will be a variety of German-style beers offered. Most of the selection will be brewed by Lincoln's breweries, with the remainder being a few more traditional German imports. Beer will be served from two tapwagons situated on 21st street. Craft root beer and floats will also be available.

### **FOOD**

Capital City Oktoberfest is partnering with a Lincoln restaurant to offer a traditional-style German menu. This includes bratwursts, spaetzele, sauerkraut and Bavarian pretzels. All food will be cooked and served on site.

### **MUSIC**

There will be two polka bands performing on both days of the event: Less Talk More Polka in the afternoon and Bolzen Beer Band in the evening. Polka music will be played through a sound system both outdoors and indoors when the bands aren't performing.

### **COMMUNITY BOOTHS**

The main gallery will feature a series of tables and booths dedicated to certain parts of the Lincoln community. The booths will center on the educational, cultural and craft to name a few areas. The goal is to support and shine a light on parts of the Lincoln community that people may not know even exist, hopefully making a meaningful connection.

### **GAMES**

Hammschlagen (nail-hammering contest) will be available to play throughout the day, and Masskrugstemmen (stein-holding contest) will be held in the evening. Contest winners will be awarded prizes.

### **GIVEAWAYS**

We will have scheduled raffle giveaways for event attendees. Prizes will be from local businesses in the form of gift cards, merchandise or whatever they decide. We want to this to be an opportunity to thank those attending for supporting the event while simultaneously promoting Lincoln businesses. This goes back to what the Capital City Oktoberfest is all about.

### **MERCHANDISE**

Merchandise will be available at designated merch tables at the event. We will offer Capital City Oktoberfest branded men's and women's shirts, similarly-branded 20oz and 32oz glass steins and festive Bavarian hats.

The shirts and steins will also be bundled into various admission ticket packages available on the Capital City Oktoberfest website.

## **EVENT DEMOGRAPHICS**

Over the last four years there has been a trend of craft breweries making more Oktoberfest-style lagers, increasing its popularity and demand in the autumn months. More and more craft beer enthusiasts are attending Oktoberfest events, and this is what we expect to happen at the Capital City Oktoberfest. As members of the craft beer community we can attest to the fact that a lot of the Lincoln community looks forward to the German-American Oktoberfest in Omaha, however many are unable to make it. This is part of the reason why we wanted to start the Capital City Oktoberfest: Nothing like this exists in Lincoln and there is a tremendous amount of interest.

According to a 2018 Nielsen survey: 49% of all men surveyed and 31% of all women were regular craft beer drinkers. Another survey by Gallup has a similar 60/40 split in men and women in craft beer, with women steadily growing.

The same Gallup survey found that craft beer drinkers economically skew toward households with a higher socio-economic status with the bottom 60% of households-by-income consuming 40% of craft beer.

## **EVENT MARKETING**

In preparation for this event we have been met with universal enthusiasm. A traditional-style Oktoberfest event fills a gap in the entertainment/beer market, and people are responding to it. This simplifies the marketing strategy: People will come, they just need to hear about it. The marketing campaign will begin in early July and go up to the day of the event.

### **SOCIAL MEDIA**

This will do the bulk of the heavy lifting. Capital City Oktoberfest will have regular posts from its Facebook and Instagram accounts. A structured campaign targeted at the demographics mentioned above will generate the majority of the interest and drive people directly to the event website where they can purchase tickets and merchandise. We will achieve this with consistent audience-relevant posts that encourages viewer engagement such as likes and shares. This also is where we highlight our partners and supporters such as the breweries, community groups and sponsors, who in turn share and spread the word further.

### **POSTERS**

Full-color 11x17 posters will be hung throughout Lincoln including breweries, taprooms, and coffee shops. These are areas that pair up with our demographics and get a tremendous amount of traffic.

### **COASTERS**

Coasters promoting the event will be printed and distributed among Lincoln's breweries and taprooms. Plans are in the works to incorporate the coasters into a social media campaign to generate increased engagement.

## SPONSORSHIP

From its inception, Capital City Oktoberfest has always been an ambitious project. Such an event has never existed in the city of Lincoln, and together with help from sponsors we can make it happen.

We want to build a mutually beneficial relationship with our sponsors. Not only by promoting them through such vehicles as the Capital City Oktoberfest website and social media, but by directly introducing them to a valuable demographic of potential new customers.

The following chart lays out the structure of our sponsorship packages and what they include.

BRONZE \$250	SILVER \$500	GOLD \$1000	PLATINUM \$5000
<ul style="list-style-type: none"><li>• Company name on all promotional posters</li><li>• Company name on the large banner at event</li><li>• Company name on the event website</li><li>• Social media promotion</li><li>• 5 free admission tickets</li><li>• Feature write-up on the event website with social media push</li><li>• Invitation to pre-event VIP party Friday, Sept 6</li><li>• Company branding on dedicated beer coaster promotion at breweries &amp; taprooms throughout Lincoln</li><li>• Company branding video to be featured on the event website with social media push</li></ul>	<ul style="list-style-type: none"><li>• Company name on all promotional posters</li><li>• Company name on the large banner at event</li><li>• Company name on the event website</li><li>• Social media promotion</li><li>• 5 free admission tickets</li><li>• Feature write-up on the event website with social media push</li><li>• Invitation to pre-event VIP party Friday, Sept 6</li><li>• Company branding on dedicated beer coaster promotion at breweries &amp; taprooms throughout Lincoln</li><li>• Company branding video to be featured on the event website with social media push</li></ul>	<ul style="list-style-type: none"><li>• Company name on all promotional posters</li><li>• Company name on the large banner at event</li><li>• Company name on the event website</li><li>• Social media promotion</li><li>• 10 free admission tickets</li><li>• Feature write-up on the event website with social media push</li><li>• Invitation to pre-event VIP party Friday, Sept 6</li><li>• Company branding on dedicated beer coaster promotion at breweries &amp; taprooms throughout Lincoln</li><li>• Company branding video to be featured on the event website with social media push</li></ul>	<ul style="list-style-type: none"><li>• Company name on all promotional posters</li><li>• Company name on the large banner at event</li><li>• Company name on the event website</li><li>• Social media promotion</li><li>• 10 free admission tickets</li><li>• Feature write-up on the event website with social media push</li><li>• Invitation to pre-event VIP party Friday, Sept 6</li><li>• Company branding on dedicated beer coaster promotion at breweries &amp; taprooms throughout Lincoln</li><li>• Company branding video to be featured on the event website with social media push</li></ul>

## SPONSORSHIP DEADLINE

# MAY 31

**NAME / LOGO ON POSTERS**

Your company name or logo (dependant on sponsor level) will go on all full-color 11x17 posters which will be hung throughout Lincoln including breweries, taprooms, and coffee shops.

**NAME / LOGO ON EVENT BANNER**

Your company name or logo will be displayed on the large full-color banner displayed at the event. Gold and Platinum levels will have their logos larger and more prominently displayed.

**NAME / LOGO ON EVENT WEBSITE**

Your company name or logo will be displayed on the sponsors section of the event website. Gold and Platinum levels will also have their logos prominently displayed on the site header.

**SOCIAL MEDIA PROMOTION**

Your company will be promoted individually on the event Facebook and Instagram accounts. Gold and Platinum levels will have 2 additional branding promotions with the messaging of their choice.

**ADMISSION TICKETS**

Silver level will receive 5 free admission tickets for the event, Gold and Platinum levels will receive 10.

**FEATURE WRITE-UP ON EVENT WEBSITE**

You will have a feature write-up on your company which will be posted on the event website and pushed on to the event social media platforms. The substance and angle of the feature can be up to the sponsor.

**VIP PRE-EVENT PARTY**

You are invited to a pre-event party at the Southeast Community College Culinary Institute. This will be our chance to celebrate the tremendous achievement of putting on such an ambitious event and thanking all of those that helped make it possible.

**COASTER PROMOTION**

Your company will have one dedicated side of the promotional coasters that will be distributed among Lincoln's breweries and taprooms. That side will feature your company alone, and messaging can be up to the sponsor. Plans are in the works to incorporate the coasters into a social media campaign.

**BRANDING VIDEO**

Your company will be featured in a short 1 to 1.5 minute video. It's designed as an intimate portrait of your company highlighting aspects that people may not be aware of such as unique programs or efforts within the community. This is a way to strengthen the brand by showing a personal, relatable side to your company.

We are very excited and equally passionate about this endeavor. This is something we absolutely believe in and are working very hard to ensure it becomes a reality. Your support is vital to the success of the Capital City Oktoberfest and are grateful for your time and any help you may offer.

**THANK YOU**