



EST.



2018

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FREE
TO THE PUBLIC

Yorktoberfest

YORKVILLE



Two Day Festival

SEPTEMBER 26 & 27, 2025

RIVERFRONT PARK

SPONSORSHIP PACKET



Kiwanis Yorktoberfest



@KiwanisYorktoberfest



#KiwanisYorktoberfest



A BOUT

Yorktoberfest is the largest non-profit event to come to the Fox River! It promises to be an unforgettable weekend full of great fun, food, beer, live music, and activities for the whole family on the beautiful riverfront in downtown Yorkville. Now expanded to a two day festival!

Yorktoberfest offers a variety of innovative and unique opportunities for businesses to market their products and services to the area. Our broad appeal and large attendance provides the opportunity for tremendous exposure for your company.



Kiwanis Club of Yorkville

7,600

Interested in The Facebook Event

45,000

Views in Sept 2024

6,500+

Attendees
in

2024

85%

Local audience: 85% live within
Yorkville & surrounding areas.

100%

Of the proceeds go to local
scholarships & grants.

GOLD & ABOVE SPONSORSHIP LEVELS WILL RECEIVE PROMINENT MENTIONS ON OUR HIGHLY ENGAGED FACEBOOK EVENT PAGE, ENSURING MAXIMUM VISIBILITY TO OUR COMMUNITY OF ENTHUSIASTIC SUPPORTERS.

All proceeds from the event go to the Kiwanis Club of Yorkville Illinois Foundation, a 501(c)(3) non-profit corporation dedicated to improving the lives of children and families in Yorkville and throughout Kendall County

The Kiwanis Club of Yorkville, in partnership with the United City of Yorkville Parks and Recreation Department, hosts the annual event. We invite the community to join in the festivities of a traditional "Oktoberfest" with a Yorkville twist!



ADVERTISEMENTS

Official media alert press releases will be distributed to all major news outlets throughout the Chicagoland area leading up to the festival. This distribution list includes TV news stations, radio programs, and other online publishing sources both locally and regionally.



SOCIAL MEDIA

We will be working constantly to create engaging online content on our website and all social media platforms in coordination with our sponsors and partners. We will work closely with our sponsors to craft engaging messages across all of our marketing platforms.

Social media will be a large part of the online marketing campaign for Yorktoberfest. Festival-goers will be able to interact with our Facebook and Instagram pages where they will be able to share photos and feedback, and all these forms of social media will provide very active platforms for us to showcase our sponsors to our attendees.



#KiwanisYorktoberfest



@KiwanisYorktoberfest



Kiwanis Yorktoberfest

Partnership Opportunities

Yorktoberfest allows your business or organization to be seen by thousands of people and allows your brand to interact with our festival-goers in a fun and memorable way. We hope you will consider sponsoring Yorktoberfest this year so we can continue helping the children in our community thrive. Share your brand with thousands of attendees and help students earn an education.

Sponsorship Privileges Include:

- ✓ Your company's name marketed to tens of thousands of people
- ✓ Company mentioned in pre- and post-event thank you advertising on social media and in print media
- ✓ Tax benefits may be available through Kiwanis Club of Yorkville Illinois Foundation 501(c)(3) non-profit status
- ✓ Advertisement on website, social media, printed posters, and flyers distributed to local businesses leading up to the event (based on sponsorship level)
- ✓ **All Access** privileges (based on sponsorship level)
- ✓ Your corporate logo featured on promotional materials, logo on the Kiwanis Yorktoberfest website with a direct link to your online presence, and signage at the event (based on sponsorship level)

Two Day Festival

Event Sponsor

\$7,500 (Limit One)

Ensure your company is front-and-center to all of our attendees and online followers, not only two days of the festival, but also in the months and weeks leading up to the event.

- Display of company logo on prominently-placed signage on both sides of the main stage, banners are approximately 12'x6'
- Option to have on-site product placement within 10'x10' space (tent provided by sponsor)
- Logo featured on website and dedicated social media post with link to your business website
- Business acknowledged as Event Sponsor on-stage and in pre-event radio advertising
- 8 All Access passes and 12 drink tokens

Cup Sponsor

\$4,000



- Your logo printed on all Ghorhtoberfest Cups (10,000 total)
- These are key items for attendees
- Logo displayed on website
- Dedicated social media post with link to your business website
- Business acknowledged as Cup Sponsor on-stage
- 4 All Access passes and 12 drink tokens



Wristband Sponsor

\$2,500 (Limit 2)



1 SPOT REMAINING

- Your logo printed on all wristbands sold for the purchase of beer
- Opportunity to have your company representatives put wristbands on all attendees
- Signage at the wristband purchasing location
- Logo displayed on website
- Dedicated social media post with link to your business website
- Business acknowledged as Wristband Sponsor on-stage
- 2 All Access passes and 2 drink tokens

All Access Lounge Sponsor

\$1,500 (Limit Three)



- Sure to be a gathering spot for VIPs!
- Display your logo and promotional items in the lounge
- Logo displayed on website
- Dedicated social media post with link to your business website
- Business acknowledged as All Access Lounge Sponsor on-stage



Stein-Holding Contest Sponsor

\$1,500 (Limit Five)



- Sponsor Stein-Holding Contest
- Display of company logo on one 3'x4' banner at the event
- Logo displayed on website
- Business name mentioned on-stage as contest sponsor or entertainment sponsor

ONLY 1 SPOT REMAINING

Sponsorship Levels

Prost! Gold Sponsor \$750

- Display of company logo on signage displayed prominently at the event
- Logo displayed on website
- Dedicated social media post with link to your business website
- Business acknowledged as Gold Sponsor on-stage

Wiesn! Silver Sponsor \$500

- Display of company logo on one 3'x4' banner at the event
- Business name and logo listed on website and all electronically distributed marketing material

Political Sponsor \$500

- Political 3'x4' banner at the event

Das Yorktoberfest! Bronze Sponsor \$250

- Display of company logo on one 3'x4' banner at the event



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Contact Us

The initial sponsorship deadline to guarantee all of the benefits of your sponsorship level and payment due in full by **September 15, 2025**. Your logo must be submitted by **September 15, 2025**. The sooner we have your logo, the sooner we can get it added to our website. An Adobe Illustrator file, .pdf or .eps file of your logo is preferred.

Submit your logo to: kiwanisyorktoberfest@gmail.com or call Becky: 630.292.9698
Please make checks out to Kiwanis Club of Yorkville IL Foundation

**Two Days of Fun, Twice the Exposure:
Double the Sponsorship Opportunities!**