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TO THE PUBLIC

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2018

Yorktoberfest

YORKVILLE



TWO DAY FESTIVAL

SEPTEMBER 25 & 26, 2026

RIVERFRONT PARK

SPONSORSHIP PACKET



f Kiwanis Yorktoberfest
@KiwanisYorktoberfest
#KiwanisYorktoberfest



ABOUT

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.

f Kiwanis Club of Yorkville

1.1K
 Facebook Followers

250,000
 Views in Sept 2025

6,500+
 Attendees in 2024

7,000+
 Attendees in
2025

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

#KiwaniisYorktoberfest

Yorktoberfest



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 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.



#KiwaniisYorktoberfest



@KiwaniisYorktoberfest



Kiwaniis 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)

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!

Two Day Festival

EVENT SPONSOR [\$10,000]

[1 AVAILABLE]

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.

- Option to have on-site product placement within 10'x10' space (tent provided by sponsor)
- Backdrop signage on event stage, banner size 18' x 13'
- (2) Side stage banners sized at 6' x 16'
- Logo featured prominently on website and throughout the event
- 5 dedicated social media post linked to your company website
- Numerous acknowledgments from MC during event and in pre-event radio advertising
- 16 All Access passes for Friday & Saturday
- 2 Complimentary Kiwanis Wine Event Tickets

7,000+
2025 Attendees

250,000+
Social views in Sept 2025

BIER CUP SPONSOR [\$5,000]

[1 AVAILABLE]

- Your logo printed on all official Yorktoberfest cups (keep sakes for festival goers)
- Company logo on one 3'x5' banner placed exclusively at the bier tent
- Company logo listed on website
- 3 dedicated social media posts linked to your company website
- Multiple acknowledgment from MC during event
- 8 All Access passes for Friday & Saturday
- 2 Complimentary Kiwanis Wine Event Tickets

WRISTBAND SPONSOR [\$2,500]

[2 AVAILABLE]

- Your logo printed on all wristbands sold for purchase of bier
- Opportunity to have your company representatives put wristbands on all attendees for either Friday or Saturday
- Company logo on one 3'x4' banner placed at, or near, wristband tent
- Company logo listed on website
- 2 dedicated social media posts linked to your company website
- Acknowledgement from MC during event
- 4 All Access passes per sponsor
- 2 Complimentary Kiwanis Wine Event Tickets

VIP LOUNGE SPONSOR [\$2,000]

[5 AVAILABLE]

- Company logo on one 3'x6' and one 18"x5' banner in VIP tent
- Option to display your logo and promotional items in the VIP lounge tent
- Company logo listed on website
- 2 dedicated social media posts linked to your company website
- Acknowledgment from MC during event
- 10 All Access passes for Friday & Saturday
- 2 Complimentary Kiwanis Wine Event Tickets

SPONSORSHIP LEVELS

SAMUEL ADAMS STEIN-HOLDING CONTEST SPONSOR [\$1,500] [5 AVAILABLE]

- Company logo on 3'x6' contest banners at the front of the main stage
- Company logo on one 3'x4' banner
- Company logo listed on website
- 2 dedicated social media posts linked to your company website
- Acknowledgment from MC during event
- 4 All Access passes for Friday & Saturday
- 2 Complimentary Kiwanis Wine Event Tickets



NEW!

PLATINUM SPONSOR [\$1,000] [6 AVAILABLE]

- Company logo on one 3'x6' banner at the front of the main stage for highest exposure
- Company logo listed on website
- 2 dedicated social media posts linked to your company website
- Acknowledgment from MC during event
- 2 Complimentary Kiwanis Wine Event Tickets

NEW!

PROST! GOLD LEVEL [\$750] [8 AVAILABLE]

- Company logo on one 3'x6' banner on the sides of the main stage for higher exposure
- Company logo listed on website
- Dedicated social media posts linked to your company website
- Acknowledgment from MC during event

GOLF CART SPONSOR [\$750] [2 AVAILABLE/PER DAY]

- Decorate your golf cart with your swag!
- Company logo on 35"x8" banner for golf cart
- Company logo listed on website
- Priority given for volunteering to drive the golf cart for attendees

NEW!

KID ZONE LEVEL [\$500] [4 AVAILABLE]

- Company logo on one 3'x4' banner at event placed at kids activity area
- Create your own activity/game for your company to facilitate

WIESN! SILVER LEVEL [\$500] [10 AVAILABLE]

- Company logo on one 3'x4' banner at event with priority placement over bronze level
- Company Logo listed on website

DAS BRONZE LEVEL [\$250]

- Company logo on one 3'x4' banner at event placed at the entrance

POLITICAL OR RELIGIOUS SPONSOR [\$500]

- Your name on one 3'x4' banner at the event

TWO DAY FESTIVAL

SPECIAL TRADE SERVICES

EVENT PHOTOGRAPHER VALUED AT [\$1,500] **[PHOTOGRAPHY AGREEMENT FOR BOTH FRIDAY & SATURDAY]**

REQUIREMENTS

- 5-10 Edited photos of headliners
- 1-2 edited photos of each booth (including but not limited to kids area, food trucks, beer tent, stage, wristbands, entrance)
- 8-10 edited photos of large crowds each night
- 2-3 edited photos of stein holding contest each night
- 1-2 live videos each night

TRADE VALUE

- Company logo on one 3'x4' banner
- Company logo listed on website
- 1 Dedicated social media post linked to your company website
- Acknowledgment from MC during event

MAIN MEDIA SPONSOR [\$6,000] **[EXCLUSIVE DAY OF COVERAGE & EXPOSURE]**

REQUIREMENTS

- (2) in person live on air in studio radio interviews
- Opportunity to speak on stage both nights before headliner
- (200) 30 second prerecorded commercials on radio station (5a - 10p RoS)
- (100) 60 second prerecorded commercials on radio station (5a - 10p RoS)
- Advertisement graphic on radio website 3 weeks before event
- Radio Station to promote event on their Social Platforms
- Live broadcast at event

TRADE VALUE

- 1 10'x10' tent with promo items and signage (all provided by media company)
- Company logo on one 3'x6' banner near stage
- Company logo listed on website
- 3 dedicated social media posts
- Acknowledgment from MC during event
- 6 All Access Passes for Friday & Saturday

MEDIA SPONSOR [\$1,000] **[3 AVAILABLE]**

- (100) 30 second prerecorded commercials on radio station during prime time (5a-10p RoS)
- Advertisement graphic on radio website
- Radio Station to promote event on their Social Platforms

- Company logo on one 3'x4' banner
- 1 dedicated social media posts
- Acknowledgment from MC during event

**Scan Here To
Become A
Sponsor Today!**



**PLEASE STOP BY PMG TO PICK UP A POSTER TO DISPLAY IN YOUR WINDOW
2-3 WEEKS BEFORE THE EVENT.
728 E. VETERANS PKWY. SUITE 110 YORKVILLE, IL**

BRONZE SPONSORS

WRISTBANDS
\$2500 SPONSORS

MAIN MEDIA

EVENT SPONSOR

EVENT SPONSOR



EVENT SPONSOR



\$2000 SPONSORS
5 AVAILABLE

\$750 SPONSORS
4 AVAILABLE

\$1000 SPONSORS
6 AVAILABLE

\$750 SPONSORS
4 AVAILABLE

MAIN MEDIA

SILVER SPONSORS
10 AVAILABLE

TOKEN SALES

CUP SPONSOR
BIER TENT

KIDS
ACTIVITIES
4 AVAILABLE

