

Olivenhain

SPONSORSHIP KIT



COLONY OF OLIVENHAIN TOWN COUNCIL

sponsorship@olivenhain.org

423 Rancho Santa Fe Road
Olivenhain, CALIFORNIA 92024

501(c)3 - EIN 33-0099393

ABOUT US

FOSTERING COMMUNITY &
PRESERVING OUR HISTORICAL GROUNDS



Colony Olivenhain was established in 1884 by a group of German-speaking immigrants. The Olivenhain Town Council is a 501(c)(3) not-for-profit corporation formed to hold and preserve the Olivenhain Meeting Hall and property. The purpose of the OTC is to promote an appreciation of Olivenhain history for the public good of the community of Olivenhain.

MEMBERSHIP DEMOGRAPHICS

The Olivenhain Town Council boasts a robust membership of over 400 households who annually contribute fees. Our community primarily comprises residents from the charming neighborhood of Olivenhain, known for its affluent demographic. Our average household income of \$190,490 and high owner occupancy rate of 64% make us an appealing target for potential sponsors.

FESTIVALS

BEER & BRAT FEST - MAY OKTOBERFEST - OCTOBER

AVERAGE ATTENDANCE: 500

*Open to the public, men, women, Families with children
drawing from Olivenhain and surrounding communities.*

Are you looking for the perfect opportunity to showcase your brand to a captive audience? Look no further than our highly-anticipated, long-running, bi-yearly community festival! *For more than 50 years*, our family-friendly event has drawn in crowds with its delicious food, top-notch entertainment, locally-crafted beer, and exciting activities for kids. Set in a charming picnic-like atmosphere, our festival offers a unique opportunity to connect with our community while promoting your brand. Don't miss out on this chance to make a lasting impression!

SUPPORTING SPONSOR

\$500

- At least two (2) posts on social media where the event is promoted i.e. "Oktoberfest sponsored by" and showcase all supporting sponsors.
- A 3' x 6' banner will be displayed next to the food station garden entrance. It will contain the Olivenhain logo, presenting sponsor (1), and supporting sponsors (4).



BEER GARDEN SPONSOR

\$2,000

- At least four (4) posts on social media channels (before, during and after) and inclusion in publicity i.e. "Olivenhain Oktoberfest Beer Garden sponsored by"
- A 3' x 5' banner will be displayed next to the Beer Garden entrance. It will contain the Olivenhain logo, "sponsored by", your logo or name, and "Must Be At Least 21 Years Old To Enter. Photo ID Required.". Size may change per printer.
- 4 Full Festival Tickets

FESTIVALS

CONTINUED

PRESENTING SPONSOR \$3,500

- Name and logo on street signs posted 1 week before the event as Presenting Sponsor
- Inclusion in Member Newsletter month prior and month after acknowledging/thanking you
- Inclusion in all social media posts and other outlets where the event is promoted i.e. "Olivenhain Oktoberfest presented by" " Beer & Brat Fest presented by"
- Option to host a 10 x 10 tent/booth to showcase business.
- A 3' x 6' banner will be displayed on free-standing posts prominently by the ticket tent. Size may change per printer.
- 10 Full Festival Tickets



BEVERAGE SPONSOR

- Sponsor will provide any of the following:
 - Any style beer, kombucha, seltzer or soda. Alcoholic or non-alcoholic beverages accepted.
 - At least 1 half barrel (15.5 gal) keg with D-taps. (50 L Euro Kegs are acceptable).
 - If you have a different size of product please email beerteam@olivenhain.org for approval.
- Olivenhain Town Council will be responsible for:
 - Obtaining an active ABC permit for festival day.
 - Providing adequately trained staff to serve products.
 - Providing full serving infrastructure; "jockey boxes", CO2, ice, cups, etc.
- Inclusion in at least two (2) social media posts where the event is promoted i.e. "Thank you to our local breweries who donated to (event name)" and showcase all beverage sponsors.
- The company may provide handouts, stickers, etc about the product or company.
- At least a 20" x 30" acknowledgment/thank you poster in the Beer Garden.
- 2 Full Festival Tickets

CINEMA SERIES

2 FRIDAY EVENINGS IN AUGUST / SEPTEMBER

AVERAGE ATTENDANCE: 300

Open to the public, families with children drawing from Olivenhain and surrounding communities.

Are you looking for a unique opportunity to connect with families in our community while making a lasting impact? Look no further than our upcoming al fresco movie night! This family-friendly event brings together members of the community for a fun-filled evening on our historic grounds, complete with an exciting movie screening under the stars.

PRESENTING SPONSOR

\$2,000

- Name and logo on street signs posted 1 week before the event.
- Inclusion in Member newsletter month before and month after Summer Cinema Movie Nights
- Inclusion in social media and print media where the event is promoted ex. "Olivenhain Summer Cinema Movie Nights presented by"
- Option to host a 10 x 10 tent/booth to showcase business.
- Logo to be displayed during the pre-show slideshow.
- Verbal thank you/acknowledgment by an announcer before and after the movie.



POPCORN SPONSOR

\$250

- At least one (1) post during the event on all social channels, acknowledging the sponsorship
- At least 20" x 30" acknowledgment/thank you poster at the popcorn table. (Size may change per printer.)
- Verbal thank you by an announcer before and after the movie.



Olivenhain Town Council's sponsorships are subject to specific terms and conditions outlined in our sponsorship agreement. This agreement is available upon request. We reserve the right to deny any sponsorship based on factors such as the sponsor's name, business objectives, past history, presentation materials, and booth handouts. As a 501(c)(3) organization, we are committed to upholding a non-partisan stance and maintaining neutrality on all subjects, in accordance with our charter and status.