

**EXCHANGE CLUB OF LAKE HIGHLANDS**



**PRESENTS**

**OKTOBERFEST**

**dallas**



**SATURDAY | SEPT. 30, 2023 | FLAG POLE HILL | LAKE HIGHLANDS**

**OKTOBERFESTDALLAS.COM | OKTOBERFEST@LHEXCHANGECLUB.ORG**

# OKTOBERFEST

## DALLAS

### Headliner:



**CODY CANADA & THE DEPARTED**

### Sponsorship Perks:

- ◆ Over 8,500 attendees in 2022 and counting
- ◆ Largest event of its kind in Dallas
- ◆ Broad customer demographic
- ◆ Months of branding for your business including print and social media campaigns leading up to the event
- ◆ Most sponsorship levels include optional onsite vendor tents to mingle with patrons

for more info, visit [oktoberfestdallas.com](http://oktoberfestdallas.com) and [hexexchangeclub.org](http://hexexchangeclub.org)

### Why:

Every dollar raised supports the less-fortunate members of our northeast Dallas community. The Club proudly provides college scholarships to our youth, many of whom could not attend college without assistance, as well as grants for community improvement projects and our founding goal of preventing child abuse.

for more info, visit [oktoberfestdallas.com](http://oktoberfestdallas.com) and [hexexchangeclub.org](http://hexexchangeclub.org)

**Danke:** The Exchange Club of Lake Highlands extends a heartfelt thank you to our recent sponsors for your involvement and support of our event and club's mission.

**CALIBER  
COLLISION**



**INTEGRA**  
MISSION CRITICAL, LLC



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CONSTRUCTION COMPANY

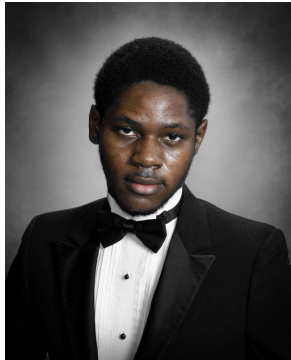


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### Scholarship Testimonials:

These Lake Highlands students are four recipients of the total \$117,000 in scholarships awarded in 2022-2023. In the the last 25 years, the Exchange Club of Lake Highlands has awarded \$2,902,350 in total scholarship awards to rising seniors in our community.



*Habeeb Abiodun*

"I was so excited to receive an Exchange Club scholarship when I graduated from Lake Highlands High School. Their generous financial assistance is helping me work toward a degree in Computer Science at the University of Texas at Dallas, one of the strongest computer science and technology programs in Texas. I am so excited to have this opportunity and eager to see what the future holds for me. I really appreciate the assistance that the Exchange Club has given me and many other Lake Highlands students. Supporting the Exchange Club is a great way to help deserving students reach their educational goals and achieve success in school and beyond."



*Victoria Alabi*

"Thanks to the generous support of the Exchange Club scholarship, I was able to pursue my dream of studying Information Systems at the University of Texas at Arlington. This scholarship is a testament to the Exchange Club's commitment to our community, especially to graduating seniors like me who need financial assistance to achieve their educational goals. The scholarship not only provided the financial support I needed, but it also gave me the motivation to strive for excellence in my studies. Knowing that the Exchange Club believed in me and my potential, I was able to focus on my coursework and achieve academic success. I am grateful for the Exchange Club's investment in my future, and I look forward to using my education and skills to make a positive difference in the world."



*Mu Lar Hso*

"With the help of an Exchange Club scholarship, I am studying early childhood education at Midwestern State University. The generosity of the Exchange Club is enabling me to pursue my dream of being a teacher, and I am very grateful for their support and encouragement as I work toward my academic and professional goals. It means so much that they believe in me and want to help me succeed in college. Thank you for supporting the Exchange Club in their work in Lake Highlands!"






































*Drew Davis*

"The Exchange Club Scholarship helped me to pursue my educational goals of studying Business at Texas A&M University. I really appreciate their support for the Lake Highlands community and I'm grateful for the opportunities this scholarship has provided for graduating seniors."

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<i>Sponsorship Levels</i>	\$50,000	\$30,000	\$10,000	\$7,500	\$5,000	\$2,500	<\$2,500
FREE TICKETS	200	180	150	100	80	40	0
FREE ENTRANCE WRISTBANDS	30	20	15	10	8	4	2
SOCIAL MEDIA & WEBSITE E-BLAST							
OPTIONAL 10X10 ONSITE VENDOR TENT							
SPONSOR LOGO ON EVENT SIGNAGE							
OKTOBERFEST DALLAS HAT							
SPONSOR LOGO ON PRINT ADS							
STAGE WELCOME DAY OF EVENT							
LIMITED BACKSTAGE ACCESS							
ADDRESS AUDIENCE FROM EVENT STAGE							

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### \$50,000 SPONSORSHIP



#### *Presenting Sponsor*

Oktoberfest Dallas patrons will recognize your company on all signage from the moment they enter the event. With your company's name and logo on all marketing materials. Your firm name and logo will be prominently sponsored on the headbanner of our main stage where our main event and concert series will take place throughout the day. Not only that but you will get limited backstage access during the concerts for 6 people.

### \$30,000 SPONSORSHIP



#### *Stage Sponsor*

As a main stage sponsor your will be recognized on the large lateral manners that flank the main stage where our main event and concert series will take place throughout the day. Not only that but you will get limited backstage access during the concerts for 4 people.

### \$10,000 SPONSORSHIPS

#### *Biergarten Sponsor (Party Bar)*

What goes great with brats and biers? Pigskin, baby! Sponsor the Biergarten and everyone coming to watch college football at Oktoberfest will know your company. With banners on each side of the biergarten, patrons coming and going will recognize your company's name.

#### *Platinum vip Tent Package*

Want to impress your clients? Have a private tent along with bier, wine and water all close to the stage at Oktoberfest. Facing the crowd will be a 20-foot banner with your company's name.

#### *Bier Cup Sponsor*

What is the most popular item at Oktoberfest? Bier! What do you need to drink that bier? Cups! Put your company's name and logo on bier cups throughout the event.

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### \$5,000 SPONSORSHIPS

#### *Bier Pitcher Sponsor*

Who likes standing in line? And who likes bier?! Brand all bier pitchers with your company's name and logo. As event patrons experience the nirvana of a cold, frosty beverage refill without standing in line, they will have your company to thank.

#### *Bier Stein Sponsor*

Patrons tend to enjoy cold bier. Patrons also like to save money while enjoying that cold bier. Let all our patrons know you also support those two by sponsoring the commemorative bier steins. Your company's name and logo will appear on each bier stein sold at the event which are larger than the cups yet cost the same for a refill.

#### *Ticket Sponsor*

All purchases at Oktoberfest use tickets. Get your company's name and logo on every piece of currency used at the event. Each time anyone grabs another brat, bier, or ice cream, your company will be there.

#### *Event T-shirt Sponsor*

Every volunteer (over 250) will have your company's name or logo across the back of their volunteer shirt worn the day of the event. Remind patrons your company supports the community each time they look at a volunteer.

#### *Kids Zone Sponsor*

One of Oktoberfest Dallas' crown jewels is the Kids Zone. Parents can bring children of all ages to enjoy Oktoberfest while not breaking the bank as all Kids Zone activities are free. Your company's name on a 20-foot banner across the entrance to the Kids Zone will be seen by all patrons walking into or passing by the Kids Zone.

#### *Festival Hall Sponsor*

Brand the largest tent in the White Rock Lake area with your company's name. 30-foot banners with your company's name adorn each side of this massive shade-topia allowing patrons to sit down, relax, and enjoy the Oktoberfest atmosphere.

#### *Main Entrance Sponsor*

What is the only guarantee at Oktoberfest? You will walk through the entrance coming and going. Have your company's name across the top of both entrances so all patrons will be reminded who supports the event as they come and go.

#### *Adult Games Sponsor*

The unofficial city-wide games of Oktoberfest Dallas, including our annual King of the Hill Cornhole tournament advertised to thousands of customers. Entrants will sign-in for the tournament under a 10-foot banner with your company's name.

#### *Wristband Sponsor*

Every patron at Oktoberfest is required to have an entrance wristband. Put your company's name and logo across the wrist of each of our patrons – over 8,500 in 2022.



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### \$2,500 SPONSORSHIPS

#### *Beverage Tent*

What do people want at Oktoberfest? Bier! Get your company's name and logo in front of thousands of patrons with a banner on one of our Beverage Tents. Choice of tent location options is first-come, first-served, so claim your spot early!

#### *Restaurant Row Sponsor*

With a bevy of fantastic food options at Oktoberfest, our Restaurant Row is always full of hungry and happy patrons. As the sponsor, your name and company's logo will greet the patrons on a banner across the entrance.

#### *Ticket Tent*

Patrons at Oktoberfest use tickets to purchase all food and beverages. Sponsorship of a Ticket Tent provides your company's visibility with your name and logo on a banner in one of our highest traffic areas. Choice of tent location options is first-come, first-served, so claim your spot early!

#### *Napkin Sponsor*

When the food gets a little messy or a bier gets tipped over, you can come to the rescue as our Napkin Sponsor. Your name and company's logo will be front and center on every Oktoberfest decorative napkin.

#### *Wine Cup Sponsor*

Not everyone likes the taste of bier. Differentiate yourself by sponsoring Wine Cups and have your company's logo adorn all wine cups served up to patrons at Oktoberfest.

#### *Restroom Sponsor*

When nature calls, let our patrons know you care by sponsoring one of our port-o-johns! Your company's name and logo will reside inside or outside the facilities letting patrons know you care.

#### *Business Sponsor*

Sometimes you just want to let someone know you support their mission. Become a business sponsor of Oktoberfest letting everyone know your business is all about the kids. Your business name on signage across the event and shoutouts on social media will let thousands of potential customers know what you support.

#### *Kids Zone Sponsorships*

While mom and dad sit in the shade, they look out over the Kids Zone and see the many rides their kids are burning energy on and enjoying. Let those parents know your business cares by sponsoring one of the many rides in the Kids Zone. Multiple opportunities are available. Additional packet to follow.

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### SPONSORSHIP SUPPORT FORM

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

SPONSORSHIP \_\_\_\_\_ AMOUNT \_\_\_\_\_



Please make checks payable to Exchange Club of Lake Highlands  
Mail to: Dallas Oktoberfest, P.O. Box 823725, Dallas, TX 75382.  
Scanned info can be emailed to [oktoberfest@lhexchangeclub.org](mailto:oktoberfest@lhexchangeclub.org).

Company Logos should be sent in a vector (.eps or .ai) format and emailed to:  
[oktoberfest@lhexchangeclub.org](mailto:oktoberfest@lhexchangeclub.org).

Questions? Please contact us at [oktoberfest@lhexchangeclub.org](mailto:oktoberfest@lhexchangeclub.org)

To become a sponsor, visit <https://www.lhofest.net/become-a-sponsor>

501(c)3 "receipt" available for tax purposes

