

38th Annual

Oktoberfest

Hickory, North Carolina



SPONSORSHIP GUIDE

www.downtownhickory.com/oktoberfest

Oktoberfest, Hickory's annual signature festival, celebrates 38 years of Hickory's German heritage. Approximately 54,000 people from across the region attend the family-friendly, three day festival. Enjoying three stages of live entertainment featuring German polka, chart-topping Bluegrass, Grammy nominated children's artists, and aspiring local talent.

We host one of the finest vendor selections in the area. Offering 60 plus Artists, some traveling more than 300+ miles to participate! A well-crafted array of Commercial vendors, offering high-end boutiques, soaps, produce, and more! Enjoy over 35 diverse food vendors, selling fresh Bavarian strudel, authentic German, Greek, Thai, and more! There is something for all tastebuds!

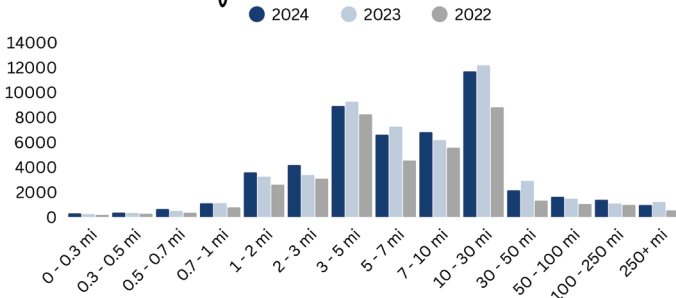
The Kids Fest Zone offers inflatables, a petting zoo, jugglers, a local talent showcase, Grammy nominated children's artists, face painting, fairy hair, and more! Guaranteeing a magical time!

Friday, October 10, 2025 - 5:00 pm until 11:00 pm
Saturday, October 11, 2025 - 10:00 am until 11:00 pm
Sunday, October 12, 2025 - 12 Noon until 5:00 pm



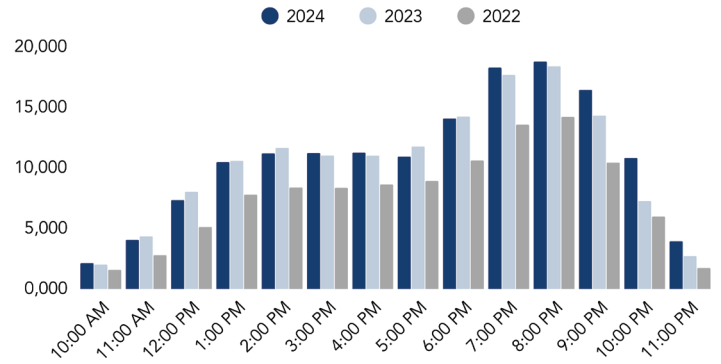


VISITOR DISTANCE *from home*



Approximately 4,000 people traveled more than 50 miles to the event, which is 5% more than last year. About 2.4K people living less than 1 mile away attended the event, which is 11% more than last year.

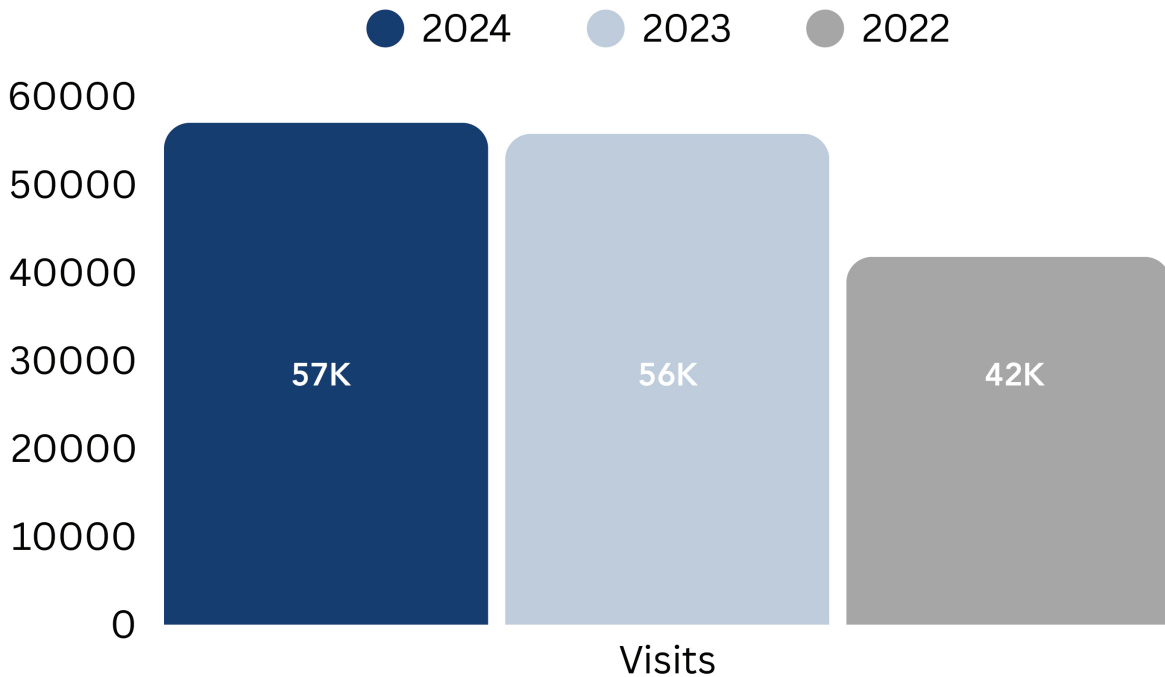
HOURLY VISITS



More people came to the event in the evenings than at any other time of the day. 2024 was busier after 7 PM than the previous 2 years.



TOTAL VISITS



There were approximately 57K visits this year. Visits were 2% higher than in 2023 and 36% higher than in 2022.



BECOME A SPONSOR

Tier 1 Sponsor ~ \$10,000

- 8 VIP Tickets • Exclusive Access To VIP Tent
- Logo Placement on two prime Lamar Digital Billboard Locations for 4 weeks. (See additional information on the sponsorship page.)
- Business logo featured on Oktoberfest/HDDA site w/hotlink to your business website.
- Your business logo will be featured on Facebook & Instagram.
- Printed logo on 150 event Posters distributed in 4 counties.
- Featured in Print Advertising 4 weeks before and week of Festival.
- Feature article submitted to over 140 publications, submitted by sponsor.
- Business name included in any radio and TV advertisements.
- Prominent Stage Signage with banner provided by Sponsor.
- 10 x 10 or 10 x 20 Booth Space on Sponsor Row.

Tier 2 Sponsor ~ \$8,000

- 6 VIP Tickets • Exclusive Access To VIP Tent
- Logo Placement on two prime Lamar Digital Billboard Locations for 3 weeks. (See additional information on the sponsorship page.)
- Business logo featured on Oktoberfest/HDDA site w/hotlink to your business website.
- Your business logo will be featured on Facebook & Instagram.
- Printed logo on 150 event Posters distributed in 4 counties.
- Featured in Print Advertising 4 weeks before and week of Festival.
- Feature article submitted to over 140 publications, submitted by sponsor.
- Business name included in any radio and TV advertisements.
- Prominent Signage with banner provided by Sponsor.
- 10 x 10 or 10 x 20 Booth Space.



Lamar Digital Billboard

Tier 3 Sponsor ~ \$5,000

- 4 VIP Tickets • Exclusive Access To VIP Tent
- Logo Placement on two prime Lamar Digital Billboard Locations for 2 weeks. (See additional information on the sponsorship page.)
- Business logo featured on Oktoberfest/HDDA site w/hotlink to your business website.
- Your business logo will be featured on Facebook & Instagram.
- Printed logo on 150 event Posters distributed in 4 counties.
- Featured in Print Advertising 4 weeks before and week of Festival.
- Business name included in any radio and TV advertisements.
- Prominent Stage Signage with banner provided by Sponsor.
- 10 x 10 Booth Space.

Tier 4 Sponsor - \$3,500

- 3 VIP Tickets • Exclusive Access To VIP Tent
- Logo Placement on two prime Lamar Digital Billboard Locations for 1 week (See additional information on the sponsorship page)
- Business logo featured on Oktoberfest/HDDA site w/hotlink to your business website.
- Your business logo will be featured on Facebook & Instagram.
- Printed logo on 150 event Posters distributed in 4 counties.
- Featured in Print Advertising 4 weeks before and week of Festival.
- Business name included in any radio and TV advertisements.
- Prominent Signage with banner provided by Sponsor.
- 10 x 10 Booth Space.

Tier 5 Sponsor ~ \$2,500

- 2 VIP Tickets • Exclusive Access To VIP Tent
- Business logo featured on Oktoberfest/HDDA site w/hotlink to your business website.
- Your business logo will be featured on Facebook & Instagram.
- Printed logo on 150 event Posters distributed in 4 counties.
- Featured in Print Advertising 4 weeks before and week of Festival.
- Business name included in any radio and TV advertisements.
- Prominent Signage with banner provided by Sponsor.
- 10 x 10 Booth Space.

Tier 6 Sponsor ~ \$1,000 / \$750 / \$500 / \$250

- Business logo featured on Oktoberfest/HDDA site w/hotlink.
- Your business logo will be featured on Facebook & Instagram.

PAST SPONSORS

THE SOCK FACTORY • COMMSCOPE • ALLISON & WHITE PROPERTY MANAGEMENT • WHKY NEWS • PEPSI
 FOCUS NEWSPAPER • FOOD LION • FOOD LION FEEDS • LENOIR-RHYNE UNIVERSITY • BIG DAWG RADIO
 MIKE JOHNSON HICKORY TOYOTA • STRETCH-N-GROW • CATAWBA VALLEY ENGINEERING & TESTING
 WSGE RADIO • RYAN HOMES • METRO NET • MICHELOB ULTRA
 CATAWBA COUNTY PARTNERS FOR CHILDREN • CITY OF HICKORY

www.downtownhickory.com/oktoberfest



Contact Information:

Amy Fauquet
HDDA Executive Director
info@downtownhickory.com
828-781-1121

- Business logo featured on Oktoberfest / HDDA website with link to business
- Business logo feature on Social Media promotions for the festival
- Business logo printed on 150 event posters distributed across Unifour area
- Business logo featured in print ads, 4 weeks prior and week of Festival
- Prominent signage with banner provided by sponsor
- Business name include in any radio and TV ads
- Feature article submitted to over 140 publications, article submitted by sponsor
- # of VIP Tickets with exclusive access to VIP tent
- Prime Placement on Digital Billboards
- Booth space on Sponsor Row, prime vendor location
- Ability to select specific sponsorship area

\$250 - \$2,499	\$2,500	\$3,500	\$5,000	\$8,000	\$10,000 or more
✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓
					✓
					✓
	2	3	4	6	8
		1 week	2 weeks	3 weeks	4 weeks
	10x10	10x10	10x10	10x10 OR 10x20	10x10 OR 10x20
			Commscope Stage, Vendor Areas: Food, Arts & Crafts, Commercial	Castle Of Cans	Main Stage Kidsfest

My business, _____
agrees to sponsor the 38th Annual Hickory Oktoberfest in 2025 as described in the Sponsorship Opportunities Guide.

- ☐ \$10,000 + - Tier 1 Sponsor
 ☐ \$3,500 - Tier 4 Sponsor
- ☐ \$8,000 - Tier 2 Sponsor
 ☐ \$2,500 - Tier 5 Sponsor
- ☐ \$5,000 - Tier 3 Sponsor
 ☐ \$1000/\$750/\$500/\$250 - Tier 6 Sponsor

Please make checks payable to: Oktoberfest

Please invoice me for: \$ _____

Name of Business Representative: _____

Address: _____

City/State/Zip Code _____

Email Address & Telephone Number _____

Sponsor Signature _____