

39th Annual

Oktoberfest

Hickory, North Carolina



SPONSORSHIP GUIDE

www.downtownhickory.com/oktoberfest

Oktoberfest, Hickory's annual signature festival, celebrates 39 years of Hickory's German heritage. Approximately 57,000 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!

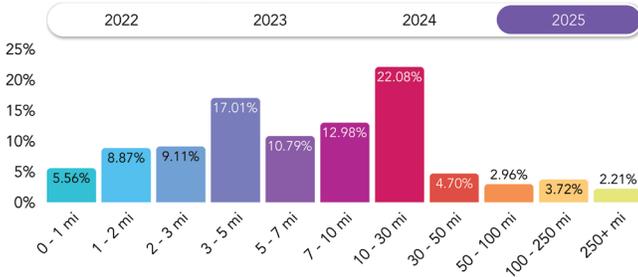
The Kids Fest Zone offers inflatables, a petting zoo, jugglers, a local talent showcase, Grammy nominated children's artists, face painting, fairy hair, and more! Guaranteeing a magical time!

Friday, October 9, 2026 - 5:00 pm until 11:00 pm
Saturday, October 10, 2026 - 10:00 am until 11:00 pm
Sunday, October 11, 2026 - 12 Noon until 5:00 pm





VISITOR DISTANCE *from home*

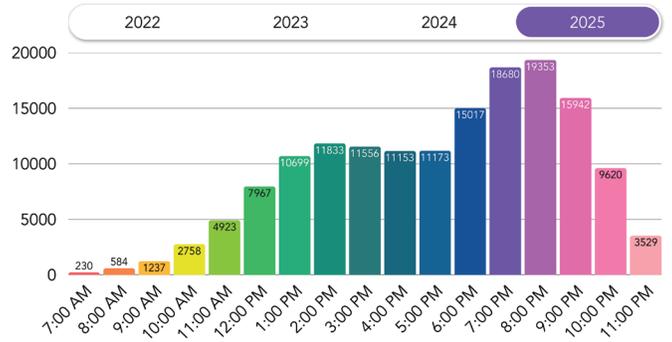


Approximately 4,381 people traveled more than 50 miles to the event, which accounted for 8.9% of the visits. 1.1K visitors came from 250 miles away. Top three home distance were 10 - 30 miles (11.9K visitors), 3 - 5 miles (8.9K visitors), and 7 - 10 miles (6.9K visitors).

[Click on the year to show the comparison](#)



HOURLY VISITS



More people came to the event in the evenings than at any other time of the day. Peak time was between 7 PM to 9 PM.

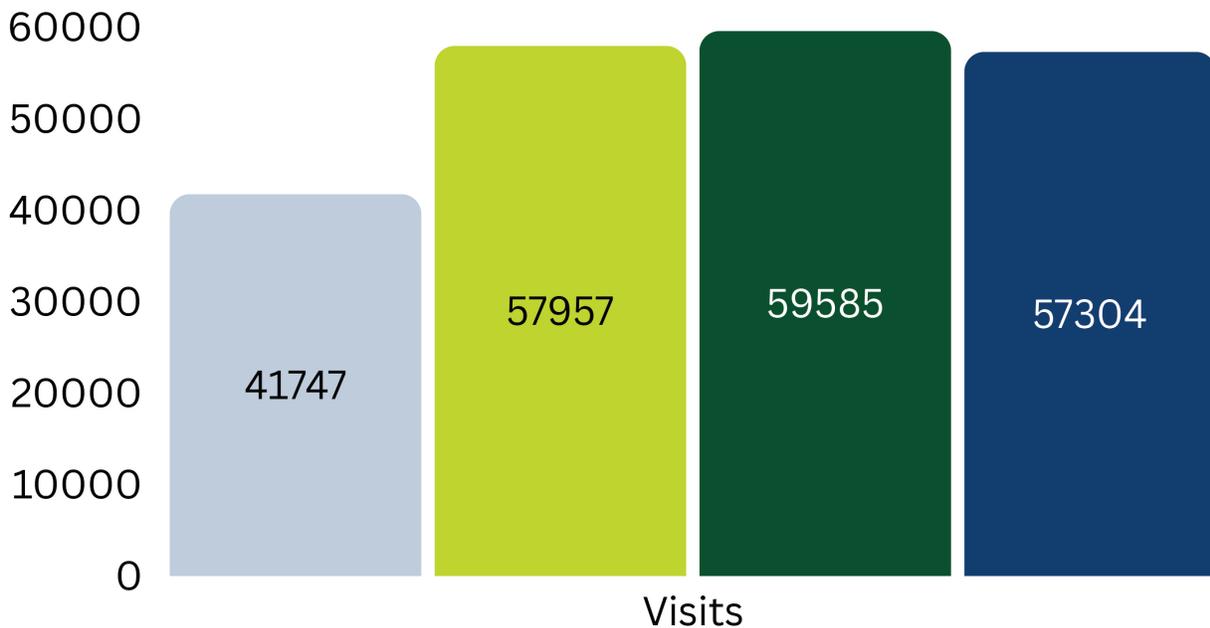
[Click on the year to show the comparison](#)



TOTAL VISITS



● 2022 ● 2023 ● 2024 ● 2025



There were approximately 57K visits in 2025. Visits were 3.8% lower than last year's (2024), and 37% higher than in 2022.



BECOME A SPONSOR

Tier 1 Sponsor ~ \$10,000

- 8 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.
- 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
- 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.

Tier 3 Sponsor ~ \$5,000

- 4 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 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
- 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

FOOD LION FEEDS • ALLISON & WHITE PROPERTY MANAGEMENT • WHKY NEWS • PEPSI
FOCUS NEWSPAPER • BIG DAWG RADIO • HENDRICK HONDA OF HICKORY
MIKE JOHNSON HICKORY TOYOTA • RYAN HOMES • MICHELOB ULTRA • PARTY PROS
INNOVATIVE OUTFITTERS • TOMMY'S EXPRESS CAR WASH
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

\$250 - \$2,499 \$2,500 - \$4,999 \$5,000 - \$7,999 \$8,000 - \$9,999 \$10,000 or more

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		2	4	6	8
Booth space on Sponsor Row, prime vendor location		10x10	10x10	10x10 OR 10x20	10x10 OR 10x20
Ability to select specific sponsorship area			Commscope Stage, Vendor Areas: Food, Arts & Crafts, Commercial	Castle Of Cans	Main Stage Kidsfest

My business, _____ agrees to sponsor the 39th Annual Hickory Oktoberfest in 2026 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 _____