

Sponsorship Package

5K Oktoberfest Run & Fun Run 2024



GERMAN
INTERNATIONAL
SCHOOL
WASHINGTON D.C.



SEPTEMBER

28th

📍 German International School Washington D.C.
8617 Chateau Drive Potomac MD 20854

giswashington.org/run





5k Oktoberfest Run & Fun Run

The German International School Washington D.C. (GISW) is excited to host its annual 5K Oktoberfest Run, a vibrant celebration of German culture and fitness. Scheduled for September 28th, this year's event promises a day filled with fun, food, and festivities for the entire community.

Event Highlights:

5K Oktoberfest Run and Fun Run: Kickstart the day with our exciting 5K run and Fun Run. Participants of all ages and fitness levels are welcome to join in the race, making it a perfect family-friendly activity. Runners will receive official run t-shirts, and sponsors' logos will be prominently featured across all social media and communication channels, as well as the event website.

Traditional German Food and Beverages: Indulge in authentic German cuisine, including bratwurst, pretzels, accompanied by a selection of German beers and non-alcoholic beverages. Our food vendors bring the flavors of Germany to life, ensuring a delightful culinary experience.

Live Music and Entertainment: Enjoy live performances from local bands playing traditional German music, creating a lively and festive atmosphere. There will also be a variety of entertainment options, including games, activities, and crafts for children.

Cultural Displays and Activities: Explore various cultural displays that highlight Germany's rich heritage. Attendees can participate in traditional dances and learn about German customs,

Community Engagement: The 5K Oktoberfest Run at GISW is a fantastic opportunity to connect with the local community. It brings together families, friends, and neighbors to celebrate and enjoy the spirit of togetherness.

Sponsorship Package

for the 5K Oktoberfest Run and Fun Run 2024



Sponsorship Levels:



\$10,000

Presenting Sponsor



\$5,000

Platinum



\$2,500

Gold



\$1,000

Silver



\$500

Bronze

All Sponsorship Levels Include:

Logo Placement:

- On the official run t-shirt.
- Across all social media and communication channels.
- On the event website with links to your business.

Event Participation:

- Complimentary registrations for company team members to participate in the run.
- Opportunity to set up a promotional booth at the event.
- Invitation to the post-run Oktoberfest celebration with VIP seating.

Visibility and Recognition:

- Recognition in the event program and during announcements.
- Acknowledgment in our newsletter and other promotional materials.





1 Presenting Sponsor: **\$10,000**

All benefits of the Platinum level, plus:



- **Large Logo Placement** prominently featured at the front of the official run t-shirt.



- **Exclusive Presenting Sponsor Recognition** in all event communications and press releases.



- **Opportunity to Speak** at the event opening or closing ceremony.



- **Exclusive Booth Location** at the event venue.



- **15 Complimentary Tickets** to the post-run Oktoberfest celebration.



2 Platinum Sponsor: **\$5,000**

All benefits of the Gold level, plus:



- **Prominent Logo Placement** on the t-shirt, event materials, and website.



- **Feature Article** in the GISW newsletter about your company's support.



- **Exclusive Sponsorship** of a key event area (e.g., Start/Finish Line, Water Station).



- **Branded Materials** distribution in participant race packets.



- **10 Complimentary Tickets** to the post-run Oktoberfest celebration.



Gold Sponsor: **\$2,500**

All benefits of the Silver level, plus:



- **Enhanced Logo Placement** on the t-shirt, event materials, and website.



- **Recognition in Press Releases** related to the event.



- **Branded Giveaways** opportunity for participants.



- **6 Complimentary Tickets** to the post-run Oktoberfest celebration.



Silver Sponsor: **\$1,000**



- **Preferred Logo Placement** on the t-shirt, event materials, and website.



- **Social Media Spotlight** post highlighting your company.



- **Promotional Item** inclusion in participant race packets.



- **4 Complimentary Tickets** to the post-run Oktoberfest celebration.





Bronze Sponsor: \$500



Logo Placement:

- On the official run t-shirt.
- Across all social media and communication channels.
- On the event website with links to your business.



Event Participation:

- Complimentary registration for 2 company team members to participate in the run.
- Invitation to the post-run Oktoberfest celebration.

In-Kind Donations

We also welcome in-kind donations to support the 5K Oktoberfest Run, the Oktoberfest celebration, and the raffle that will take place at the Oktoberfest. In-kind donations can include, but are not limited to:



- **Food and Beverage:** Contributions of traditional German food and drinks for the post-run Oktoberfest celebration.



- **Event Supplies:** Tents, tables, chairs, water stations, and other event essentials.



- **Promotional Materials:** Items for participant race packets or giveaways.



- **Services:** Photography, entertainment, and other professional services.



- **Raffle Prizes:** Products or services that can be offered as raffle prizes during the Oktoberfest celebration.

In-Kind Donor Benefits:

Recognition:



- Acknowledgment in the event program and during announcements.



- Listing on the event website and social media channels.



- Opportunity to display promotional materials at the event.



Tax-exempt Educational Organization 501(c)(3)

The German International School Washington D.C. (GISW) is a 501(c)(3) tax-exempt educational organization dedicated to providing a comprehensive and rigorous bilingual education to students from preschool through grade 12. Our mission is to cultivate global citizens who are academically successful, culturally proficient, and socially responsible. At GISW, we strive to create an inclusive learning environment where students from diverse backgrounds come together to engage in meaningful academic pursuits. Our curriculum is designed to foster critical thinking, creativity, and collaboration while promoting fluency in both German and English languages. As a 501(c)(3) nonprofit organization, GISW is committed to transparency, accountability, and good governance. We rely on the generous support of donors, volunteers, and community partners to enhance our educational programs, maintain our facilities, and provide financial aid to deserving students. Through our commitment to excellence in education and our dedication to serving the community, GISW aims to empower students to become lifelong learners and global leaders who contribute positively to society. Thank you for your support of the German International School Washington D.C.



Previous sponsors





Contact us today!

Interested in sponsoring or making an in-kind donation?

✉ giving@giswashington.org

Join us in making the 2024 5K Oktoberfest Run and Fun Run an outstanding success!



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