

Germany Week 2019

Sponsorship Opportunities

Germany Week is your exclusive opportunity to promote your product and gain visibility in one of Chicago's most frequented downtown locations. Use this 10-day family-friendly festival as a platform to generate brand awareness on a high-traffic area.

Key Information:

- Friday, April 26 to Sunday, May 5, 2019 at Daley Plaza
- Anticipated 30,000+ visitors (families, urban professionals, business travelers, and tourists)
- Includes concerts, food stations, language classes, sports, screenings and interactive shows, topics ranging from arts and history to engineering and science

You will also benefit from expansive marketing activities through our social media channels and gain exposure on our official Germany Week website.

Please take the time to review the various sponsorship levels and benefits. We look forward to working with you and are more than happy to customize a package to meet your specifications.

All content provided by the sponsor, especially those posted on GACC Midwest's/Germany Week's social media channels, are subject to approval by GACC Midwest/Germany Week.

#	Category	Description	Cost
1	Logo on Sponsor Wall and online	<ul style="list-style-type: none"> • Sponsor name or logo on sponsor logo wall • Sponsor name or logo with link on the official Germany Week website 	Starting at \$500, in combination with other sponsorship packages
2	Beer garden area naming rights	<ul style="list-style-type: none"> • Recognition across all platforms as official Sponsor of the beer garden area • Sponsor name and logo on beer garden area tent <u>rooftop sign</u> and <u>door sign</u> 	\$10,000

3	On-site logo placement	<ul style="list-style-type: none"> Banner/signage (provided by sponsor) to be placed inside the beer garden area 	large (~3'x6'): \$1,500 medium (~3'x4'): \$1,000 small (~2'x3'): \$750
4	On-site advertising	<ul style="list-style-type: none"> Brochures displayed in the beer garden area 	\$1,500
5	Online	<ul style="list-style-type: none"> A single post shared via Germany Week social media channels such as Facebook, Twitter, Instagram (channel details tbd) 	\$100/post - \$300/post
6	Customer Activation	<ul style="list-style-type: none"> Exclusive use of a designated area of Germany Week (in beer garden area) for 2 hours for a consumer activation* 	Weekday: \$800 Sat/Sun: \$1,200 +products
7	Rotating vendor tent	<ul style="list-style-type: none"> 10x10ft vendor tent to display company product and engage the public 	\$1,000/day
8	Event specific	<ul style="list-style-type: none"> Event specific logo recognition online and on-site, tickets to the event and options for an event-specific customer activation (Wine Festival (Fri 4/26, Fri 5/03, Sat 5/04) and Bundesliga live streaming breakfasts (Sat, 4/27+5/4))* 	\$1,000 - \$5,000, depending on event and sponsorship level
9	Cheese platter	<ul style="list-style-type: none"> Logo recognition online and on-site, 5 tasting tickets for Wine Festival (Fri 4/26, Fri 5/03, Sat 5/04)* 	\$3,000
10	Chocolate platter	<ul style="list-style-type: none"> Logo recognition online and on-site, 5 tasting tickets for Wine Festival (Fri 4/26, Fri 5/03, Sat 5/04)* 	\$3,000

11	Goody bag	<ul style="list-style-type: none"> • Logo recognition online and on-site, 5 tasting tickets for Wine Festival (Fri 4/26, Fri 5/03, Sat 5/04)* 	\$1,500 +products
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*Dates and times subject to availability

About Germany Week

Germany Week is a part of the Wunderbar Together campaign celebrating the Year of German-American Friendship in the USA. The event is a co-production of GACC Midwest, the Goethe-Institut and the German Consulate Chicago, as well as Deutschlandjahr USA. For more information on the manifold activities and events that are happening during Germany Week, visit www.germanyweek.org.

For customization, pricing inquiries and your individual sponsorship package please contact:

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Last updated: 03/26/2019