



106 East Jefferson Street, 3<sup>rd</sup> Floor  
Tallahassee, Florida 32301 - 850.224.3252



## Sponsorship Invitation OctoberFest Downtown - October 7, 2011

The Tallahassee Downtown Improvement Authority (TDIA), in partnership with **Cone Distributing, Inc., (Warsteiner Beer), Student Housing Solutions, and ClearChannel Communications**, presents the **2<sup>nd</sup> Annual OctoberFest Downtown** – Friday, October 7, 2011 - 5:30 to 10 p.m. on Adams Street commons (between Park Avenue and Jefferson Street).

The event will feature an authentic German band with singers and dancers. The band is guaranteed to get them dancing and singing in the street.

**All we need is YOU** to make this an all time great annual downtown community event.

Sponsorships are available for:

- **Main Event Sponsor** - \$3,500
- **Band Sponsorship** - \$2,000
- **Show mobile Sponsorship** – band stage - \$1,000
- **Friend of OctoberFest 2011** - \$500

All sponsors will be:

- listed in the pre-event news release
- appear in LimeLight advertising
- on event promotional posters (logo)
- mentioned on ClearChannel OctoberFest radio spots
- provided a free vendor spot(s) on Adams Street
- featured on event stage banner (Main, Band, and Showmobile Sponsorships)

As you can see, sponsorship is recognized with a lot of great community PR! We look forward to your participation in this year's event. Please do not hesitate to contact me for any additional information about the event and how you can participate.

Sincerely,

Al Pasini, CAE  
Executive Director  
[apasini@comcast.net](mailto:apasini@comcast.net)

