



All applications must be submitted no later than **August 28th, 2020**

WHAT TO EXPECT FROM: **NON-PROFIT PARTNER**

- Connect with a community business and fill out our Octoberfest Reimagined Application online by August 28th, 2020.
- Set a fundraising goal with your partnering business.
- Promote this partnership within your own social media and community support circles, and tag @WIOctoberfest in any promotional posts.
- Provide volunteers to help out on event day(s) (if applicable with your business agreement).
- Report back to Octoberfest with your event experience and overall revenue intake.
- Offer additional ideas on how to improve this program moving forward.

WHAT TO EXPECT FROM: **OCTOBERFEST**

- Promote the Non-Profit and For-Profit program on our social media pages. Tag Octoberfest partners to increase visibility.
- Provide media kit to all participating organizations:
 - Octoberfest Graphics
 - Social Media Content Ideas and Promotional Flyer
 - Press Release Template
- Provide media coverage of the partnering event:
 - TV Interview
 - Radio Advertisement
 - Facebook Live
- Provide names of partnered vendors on the Octoberfest and Fox Cities Chamber websites.

For more information,
contact us at:



octoberfestonline.org



920-734-7101

Appleton's Octoberfest



Appleton's Octoberfest 2020:
Reimagined event is designed to help local non-profits raise money and showcase local businesses.

WHAT TO EXPECT FROM: **FOR-PROFIT PARTNER**

- Partner with an area non-profit and help complete the Octoberfest Reimagined Application.
- Agree to gift a minimum of 10% of all sales for the event day(s) agreed upon in writing (see "Partnership Agreement Contract").
- Complete an official "Partnership Agreement Contract" between your business, the non-profit of your choice, and Octoberfest.
- Promote this partnership within your own social media and community support circles, and tag @WIOctoberfest in any promotional posts.
- Provide volunteer opportunities to the non-profit to help on event day(s), such as: wiping down tables, assisting with curbside pick up, greeters, etc.