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:** **NON-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.

**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.

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

- 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](http://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.