

ENCINITAS

OKTOBER
FEST

& ARTISAN FAIRE

30th ANNIVERSARY



SPONSORSHIP & VENDOR
INFORMATION packet



SPONSORSHIP OPPORTUNITIES

Support and partner with the 30th Annual Encinitas Oktoberfest & Artisan Faire hosted by the Encinitas Chamber of Commerce. Reach 15,000+ attendees from San Diego and beyond. This premier coastal festival offers sponsors unmatched exposure to families, shoppers, and beer enthusiasts.

why sponsor?



DIVERSE AUDIENCE

Connect with 15,000+ attendees, including families, artisans, and craft beer fans.



COMMUNITY IMPACT

Align with a 30-year tradition celebrating Encinitas' heritage.



BRAND VISIBILITY

Gain prominent placement in marketing, signage, and digital channels.

EVENT DETAILS

 **When:** Sunday, September 27, 2026

 **Attendees:** 15,000 (all ages)

 **Where:** Mountain Vista Drive
(off El Camino Real between Wandering
& Rambling Roads)

 **Vendors:** 130+

 **Phone:** 760-753-6041

 **Time:** 10 am - 6 pm

 **Email:** community@encinitaschamber.com



press benefits

Gain incredible exposure for your business through premium placements in local and national media — including television, radio, podcasts, and print.

**YOUR
BRAND
HERE!**



FEATURED MEDIA COVERAGE

- ✓ FOX 5 SAN DIEGO
- ✓ KUSI
- ✓ KPBS
- ✓ ABC 10
- ✓ SD UNION TRIBUNE
- ✓ ENCINITAS ADVOCATE
- ✓ COAST NEWS
- ✓ FINE MAGAZINE
- ✓ SD BEER NEWS
- ✓ SD FAMILY
- ✓ SANDIEGO.ORG
- ✓ AAA WESTWAYS
- ✓ EATER



TOTAL AUDIENCE 68 million

SPONSORSHIP OPPORTUNITIES



FRIEND OF OKTOBERFEST

\$500

**Be seen. Be appreciated.
Be part of something festive**

This sponsorship is ideal for small businesses who want to show their community pride and be recognized as part of the celebration.

Includes:

- Your logo featured on our event website and included on select printed materials



COMMUNITY PARTNER

\$1,000

Join the celebration and show your support

This entry-level tier is perfect for businesses looking for visibility and brand presence at a beloved event.

Includes:

- 10'x10' booth in event marketplace
- Logo on event signage and website
- Mention in Chamber newsletter

Bonus: 1 social media thank-you shout out



BEST IN SHOW BACKER

\$1,500

This sponsorship offers incredible visibility and emotional connection through our beloved Dog Costume Contest — a fan-favorite that draws crowds, cameras, and wagging tails.

Includes everything in the Community Partner Tier plus:

- Naming rights: "Presented by [Your Brand]" on signage, website, and emcee mentions
- Logo featured on photo backdrop and in winner photos
- Shoutout during contest + emcee mentions
- Option to provide branded prizes or treats to winners
- Featured post on social media (with sponsor tag and photos)



★ MOST POPULAR ★

PATRON SPONSOR

\$2,000

**Boost your brand with premium placement
and increased digital reach**

Designed for sponsors looking to stand out and increase engagement during and after the event.

Includes everything in the Community Partner Tier plus:

- High-visibility 10'x10' booth in high-traffic area
- Logo included in digital marketing materials
- Clickable logo on website for 3 months
- 1 featured social media post

Perfect for growth-focused businesses ready to elevate their local profile



KID ZONE SPONSOR

\$2,500

Games + Rides + Face Painting

Includes everything in the Patron Tier plus:

- Logo included on printed materials, and mentions in press releases
- On-site sponsor thank you banner as Kid Zone Sponsor
- Recognition in any TV coverage secured (as permitted)



\$2,750

Get your brand on the move—literally! This dynamic sponsorship ensures visibility from parking lot to festival grounds, reaching attendees before they even arrive.

Includes everything in the Patron Tier plus:

- Company name featured on shuttle buses
- Opportunity to place branded coupons/flyers on vehicles in the free shuttle lot
- 10'x10' booth in a preferred, high-traffic location
- Logo on official event website
- Shuttle Sponsor recognition on flyers and posters
- Shuttle Sponsor mention in newspaper ads (The Coast News)
- On-site sponsor board listing as Shuttle Sponsor
- Emcee recognition on event day
- Dedicated social media post (via Encinitas Chamber & Visit Encinitas)
- Inclusion in pre-event newsletters, e-blasts, and social promotions
- Shuttle Sponsor mention in all event-related press releases
- Recognition in any television coverage secured (as permitted)

A strong fit for transportation services, mobility brands, or any business wanting broad exposure with real movement and reach.



\$3,500

Align with the energy, music, and excitement of Oktoberfest.

This tier positions your brand as a key supporter of fun, family, and celebration.

Includes everything in the Patron Tier plus:

- Prime 10'x10' booth near entertainment hub
- Logo on Chamber website for 12 months
- Weekly e-blast mentions (Aug–Sept)
- Premium stage banner in Family Tent

Ideal for brands seeking vibrant, emotional association and memorable visibility

BEER STEIN SPONSOR
\$5,000

Raise a glass to brand recognition! This sponsor tier puts your logo directly in the hands of attendees—literally—on collectible Oktoberfest beer steins that keep your name top-of-mind all day long (and long after the last pour).

Includes everything in the Patron Tier plus:

- Logo printed on one side of 500 commemorative beer steins
- Logo featured on official event website
- Beer Stein Sponsor recognition on flyers and posters
- Inclusion as Beer Stein Sponsor in newspaper ads (Encinitas Advocate & The Coast News)
- On-site sponsor board listing as Beer Stein Sponsor
- Dedicated social media post (via Encinitas Chamber & Visit Encinitas)
- Inclusion in all pre-event newsletters and e-blasts
- Mention in event press releases as Beer Stein Sponsor and *Craft Beer Tent vendor
- Recognition in any TV coverage secured before or after the event (as permitted)

Perfect for breweries, beverage companies, and brands who want to make a lasting impression—sip by sip.

ARTISAN MARKET SPONSOR
\$10,000

Champion local makers and support the heart of our marketplace

A standout opportunity to align your brand with the artisan spirit of Encinitas.

Includes everything in the Entertainment Tier plus:

- Prominent 10'x20' booth in Artisan Market section
- Logo on all print and digital marketing as Artisan Market Sponsor
- Co-branded signage in market area
- Instagram story feature on event day
- Banner at market entrance

Great for lifestyle brands, retailers, or creative companies with community values

SPONSORSHIP OPPORTUNITIES



CRAFT BEER TENT SPONSOR \$10,000

This flavorful sponsorship is a perfect match for beverage, hospitality, or lifestyle brands that want to align with one of the event's most popular attractions—the bustling Craft Beer Tent.

Includes everything in the Entertainment Tier plus:

- Prominent 10'x20' booth near the Craft Beer Tent (3rd choice location)
- Logo featured on all marketing as the exclusive Craft Beer Tent Sponsor
- Sponsor banner at the entrance of the Craft Beer Tent
- Company logo displayed on sponsor banner near the main stage
- Option to co-brand cups or signage inside the tent
- Logo included in photos and posts featuring the tent



FAMILY TENT SPONSOR \$15,000

Make a meaningful impact by helping families gather connect, and celebrate

This emotionally rich sponsorship positions your brand at the heart of community bonding.

Includes everything in the Artisan Tier plus:

- 10'x20' corner booth near family zone (2nd choice location)
- Banner inside Family Tent
- Logo featured across all event materials
- Emcee recognition during family programming
- Press release mention
- 1-year Chamber membership included

Best for brands aligned with wellness, parenting, education, or community services



ONLY 1 AVAILABLE



PRESENTING SPONSOR

\$20,000

Become the signature sponsor of Encinitas Oktoberfest

Top billing with unmatched branding, prestige, and exposure across all channels.

Includes everything in the Family Tent Tier plus:

- Prime 10'x20' booth (1st choice location)
- Your logo embedded in the official event logo
- Largest stage banner with premium visibility
- Radio ad package inclusion
- Feature spotlight on Visit Encinitas or Chamber Instagram
- Keynote welcome moment or stage introduction
- Commemorative plaque and on-stage recognition

Perfect for established brands seeking legacy status and wide-reaching influence



VENDOR INFORMATION

Become a Vendor and showcase your craft at the 30th Annual Encinitas Oktoberfest & Artisan Faire hosted by the Encinitas Chamber of Commerce. Connect with 15,000+ shoppers from San Diego and beyond. Our vibrant artisan market is a highlight of this free, family-friendly festival, drawing serious buyers eager for unique handcrafted goods like jewelry, ceramics, and clothing. Alongside craft beer, live music, and kids' activities, your booth will shine in a festive atmosphere perfect for boosting sales.

why vend with us?



high foot traffic

Reach 15,000+ attendees, including families and gift-seekers, in a single day.



shopper appeal

Our artisan faire attracts serious buyers looking for one-of-a-kind treasures.



promotion power

Get featured on our website, social media, and event marketing to maximize exposure.



community vibe

Join a 30-year Encinitas tradition that celebrates and promotes local talent.



VENDOR FEES

NON-FOOD

- Arts & Crafts: \$250
- Non-Profit: \$220
- Lead Generation/Marketing: \$495
- Political Party: \$250

UPGRADES

- Electricity: \$75
- Corner Upgrade: \$100

FOOD



- Prepackaged (e.g., cookies, baked goods): 10x10 - \$250
- Single Item (e.g., shave ice, kettle corn): 10x10 - \$350
- Single Item, 10x20 or Truck: \$450
- Entrees (Protein): 10x10 - \$495
- Entrees (Protein): 10x20 or Truck - \$675

*No additional German food vendors accepted



SIGN UP AT

www.encinitasoktoberfest.com