

ENCINITAS  
OKTOBER  
FEST  
& ARTISAN FAIRE  
SEPT 27, 2026

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](mailto: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)



## 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



**\$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



**\$5,000**

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**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.



**\$10,000**

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**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](http://www.encinitasoktoberfest.com)