

Brooktoberfest



2025 Brooktoberfest

Soccer Post Brookfield

September 27, 2025

11:00am – 6:00pm

3,000 Guests (Estimate)

On Saturday, September 27th, Discover Brookfield will host our fifth annual, Brooktoberfest at Soccer Post! There will be live music, local food and beer vendors, authentic Oktoberfest contests and much more. This event was designed as a family friendly way to celebrate the start of fall in the Town of Brookfield. Highlighting the Town in a safe and friendly way and bringing the community together.

Sponsors will have the opportunity to promote their business to a wide and diverse audience. See how you can be involved!

Presenting Sponsor - \$3,000 Donation (\$14,625 Value) (1 Available)

- 2 – 3-minute time slots on the podium to promote your business to guests - \$3,000 Value
- 10x10 booth space at event - \$2,500 Value
- Recognition in press release - \$2,000 Value
- Logo/Name Prominently Displayed on all Event Email Communication/Advertising - \$1,750 Value
- Company logo on Discover Brookfield event website page with link to company website - \$1,500 Value
- Exclusive signage recognizing sponsorship - \$1,500 Value
- Opportunity to hand out literature, brochures, have an activity to pair with booth - \$1000 Value
- 3 Social Media Posts Promoting Your Business as Presenting Sponsor - \$750 Value
- Discover Brookfield to announce Sponsor at event - \$625 Value

Platinum Sponsor - \$2,000 Donation (\$10,500 Value) (2 Available)

- 10x10 booth space at event - \$2,500 Value
- Recognition in press release - \$2,000 Value
- Logo/Name Prominently Displayed on all Event Email Communication/Advertising - \$1,750 Value
- Company logo on Discover Brookfield event website page with link to company website - \$1,500 Value
- Signage recognizing sponsorship - \$1,500 Value
- Opportunity to hand out literature, brochures, have an activity to pair with booth - \$1000 Value
- 1 Social Media Post Promoting Your Business as Platinum Sponsor - \$250 Value

Gold Sponsor - \$750 Donation (\$4,250 Value) (3 Available)



- 10x10 booth space at event - *\$2,500 Value*
- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- 1 Social Media Posts Promoting all Gold Sponsors - *\$250 Value*



Silver Sponsor - \$250 Donation (\$1,750 Value) (5 Available)

- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- 1 Social Media Posts Promoting all Silver Sponsors - *\$250 Value*

Product Sponsors



Tent Sponsor - \$1,500 Donation (\$6,750 Value) (1 Available)

- 10x10 booth space at event - *\$2,500 Value*
- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- Signage recognizing sponsorship - *\$1,500 Value*
- Opportunity to hand out literature, brochures, have an activity to pair with booth - *\$1000 Value*
- 1 Social Media Posts Promoting all Product Sponsors - *\$250 Value*



Table/Chair Sponsor - \$500 Donation (\$3,250 Value) (1 Available)

- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- Signage recognizing sponsorship on tables - *\$1,500 Value*
- 1 Social Media Posts Promoting all Product Sponsors - *\$250 Value*



Musician Sponsor - \$500 Donation (\$3,250 Value) (3 Available)

- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- Signage recognizing sponsorship on stage - *\$1,500 Value*
- 1 Social Media Posts Promoting all Product Sponsors - *\$250 Value*

Activity Sponsors



Dachshund Race Sponsor - \$750 Donation (\$5,375 Value) (1 Available)

- Opportunity to judge competition under Discover Brookfield Leadership - *\$3,000 Value*
 - a. Details to be discussed with Discover Brookfield before finalizing sponsorship
- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- Discover Brookfield to announce Sponsor at start of competition - *\$625 Value*
- 1 Social Media Posts Promoting all Activity Sponsors - *\$250 Value*



Best Dress Competition Sponsor - \$750 Donation (\$5,375 Value) (1 Available)

- Opportunity to judge competition under Discover Brookfield Leadership - *\$3,000 Value*
 - a. Details to be discussed with Discover Brookfield before finalizing sponsorship



- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- Discover Brookfield to announce Sponsor at start of competition - *\$625 Value*
- 1 Social Media Posts Promoting all Activity Sponsors - *\$250 Value*

**Beer Stein Holding Competition Sponsor - \$750 Donation (\$5,375 Value)
(1 Available)**

- Opportunity to judge competition under Discover Brookfield Leadership - *\$3,000 Value*
 - a. Details to be discussed with Discover Brookfield before finalizing sponsorship
- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- Discover Brookfield to announce Sponsor at start of competition - *\$625 Value*
- 1 Social Media Posts Promoting all Activity Sponsors - *\$250 Value*

Kid Zone Sponsor - \$750 Donation (\$5,750 Value) (1 Available)

- Opportunity to set up 10x10 Booth Space near Kid Zone - *\$3,000 Value*
 - a. Sponsor will be asked to have participants sign liability release waivers provided by Discover Brookfield
 - b. Details to be discussed with Discover Brookfield before finalizing sponsorship
- Company logo on Discover Brookfield event website page with link to company website - *\$1,500 Value*
- Opportunity to hand out literature, brochures, have an activity to pair with booth - *\$1000 Value*
- 1 Social Media Posts Promoting all Activity Sponsors - *\$250 Value*

Event Cancellation Policy:

- If Brooktoberfest is cancelled by Discover Brookfield, Sponsors will be reimbursed as stated below:
 - More than 90 days in advance – 75% Refund
 - 45-89 days in advance – 50% Refund
 - 14-44 days in advance – 24% Refund
 - Less than 2 weeks in advance – 0% Refund
- If a Sponsor cancels any time leading up to the event, there will be no reimbursement.

Please initial here stating you've read and understand the cancellation policy: _____

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Contact Person: _____ Contact Email: _____



Signature: _____ Date: _____

Please email company logo and link to website to: anna@discoverbrookfield.com

Please make checks payable to Town of Brookfield Convention & Visitors Bureau and mail to:

GBCC/Discover Brookfield
Attn: Anna Antoine
17100 W Bluemound Road
Suite 202
Brookfield, WI 53005