



5K OKTOBERFEST RUN & FUN RUN

SEPTEMBER 26, 2015



followed by an Oktoberfest to benefit:



GLC
GERMAN
LANGUAGE
COURSES



About the 5k Oktoberfest Run & Fun Run

The 5k Oktoberfest Run & Fun Run is an annual fundraising event hosted by the German School Washington D.C. and the German Language Courses (GLC). This year, the event will take place on Saturday, September 26, 2015 on our school grounds in Potomac, MD. The day starts off with a 5k Run followed by a fun run for children and culminates in a traditional Oktoberfest celebration. Our goal is to provide our guests with an authentic German experience while encouraging the physical activity of our community. Last year, over 400 runners participated in the race and nearly 500 individuals attended the Oktoberfest. We anticipate a strong turnout again this year from participants of many ages and running levels.



About the German School & the German Language Courses

The German School is a co-educational private school which provides students with a unique international perspective by combining the best of both U.S. and German academic education. We teach students from over 20 different countries side by side in pre-K through 12th grade. Another 500 adults, teenagers and children from the D.C. metropolitan area are enrolled in the affiliated GLC. The GLC offers classes for children, teens, and adults at German language proficiency levels in a diverse and challenging environment while fostering life-long learning of the German language and culture.

Website:

www.dswashington.org/run

unique page views: 3604

Facebook:

www.facebook.com/germanschoolwashingtondc

(January 2015: 2393

Likes)

Receive these and other benefits as a 5k Oktoberfest Run & Fun Run sponsor:

- Recognition and exposure to over 500 attendees including runners ages 2 to 99, parents, corporate partners and members of the international D.C. metropolitan community.
- Your company's name and/or logo on event collateral including promotional flyers/posters, the event website, Facebook, event signage and more.
- Exposure in media alerts, press releases, and day-of-race announcements.



Please review the enclosed opportunities for detailed information. If you have any questions, please contact Susanne Rosenbaum at srosenbaum@dswash.org or **301.767.3810**. You may also visit www.dswashington.org/run for more information.

SPONSORSHIP OPPORTUNITIES

In addition to providing promotion materials for the runners' packets, you can choose between the following sponsorship options:

Sponsor Benefit	Platinum \$5,000 (1 available)	Gold \$2,500 (1 available)	Silver \$1,000 (unlimited)	Bronze \$500 (unlimited)
Company recognized as presenting sponsor in radio spot & press release	★			
Company logo on race shirt	Large-sized single logo on front	Large-sized logo on back	Small-sized logo on back	Small-sized logo on back
Complimentary 5k entries	5	2	1	
Opportunity to host vendor booth and promote business offer kids activity	★	★		
Complimentary reserved parking for 1 vehicle	★	★		
Verbal recognition of company's sponsorship at race start and during award ceremony	★	★	★	
Company logo on event banner	★	★	★	
Inclusion in all marketing materials (hard copy, online, and social media)	★	★	★	Website only

Honor Sponsor

As an **honor sponsor** of the event, your organization will provide goods such as gift-cards, food, drinks, and prizes for runners. Your company logo will be published on our event website linking to your website.

All donations are tax deductible. Deadline for sponsorship is **June 15, 2015**. The logo must be received by **August 15, 2015** to be included on the t-shirt. Please provide a company logo in .eps format. If there is a problem with providing your logo in this format, please contact Beate Mahious at bmahious@dswash.org.

BECOME A SPONSOR TODAY !



To register as a 5k Oktoberfest Run & Fun Run sponsor, please complete this form and return it to Susanne Rosenbaum, Outreach & Development Coordinator, at:

Email: rosenbaum@dswash.org

Fax: 301.365.3905

Mail: German School Washington D.C., 8617 Chateau Drive, Potomac, MD 20854

Level:

\$5,000 Platinum \$2,500 Gold \$1,000 Silver \$500 Bronze

Honor sponsorship, please specify: _____

Sponsorship Listing:

Company name (as you would like to be listed): _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment:

Please choose your sponsorship level above and return your completed form by email or mail. Please mail your check made payable to the 'German School Society' to the address above. A receipt for payment will be sent to you.