

MARKETING

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# Oktoberfest 2025

OPPORTUNITIES

📍 #MVOKTOBERFEST



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# Oktoberfest

## 2025

Grab your lederhosen and dirndls and get ready to raise a stein because the 10th Annual Mountain View Oktoberfest is coming to Downtown Mountain View! Presented by the Mountain View Chamber of Commerce, this two-day festival will transport you straight to Bavaria.

It's not just about the beer (though there's plenty of that)—get ready for live entertainment, epic dancing, and mouthwatering German food that'll have you saying "mehr, bitte!" But that's not all—this year, we're bringing even more fun with a lively Makers Market, family-friendly activities, and some friendly competition! Think you have what it takes to hold a full stein longer than anyone else? Put your strength to the test in our legendary Stein-Holding Competition. Or, if you're rocking the best dirndl or lederhosen in town, strut your stuff in the Bavarian Attire Contest for a chance to win bragging rights (and maybe even a prize or two).

So, come for the beer, stay for the culture, and make some unforgettable memories at the most fun, festive event of the year. Prost!

**DOWNTOWN**  
**MOUNTAIN VIEW**  
**OCTOBER 11 + 12 • 11AM TO 7PM**

**10,000+**  
**ATTENDEES**

**FREE**  
**ADMISSION**

**CONTESTS**  
**KIDS ACTIVITIES**  
**AND MORE**

**LIVE**  
**MUSIC**

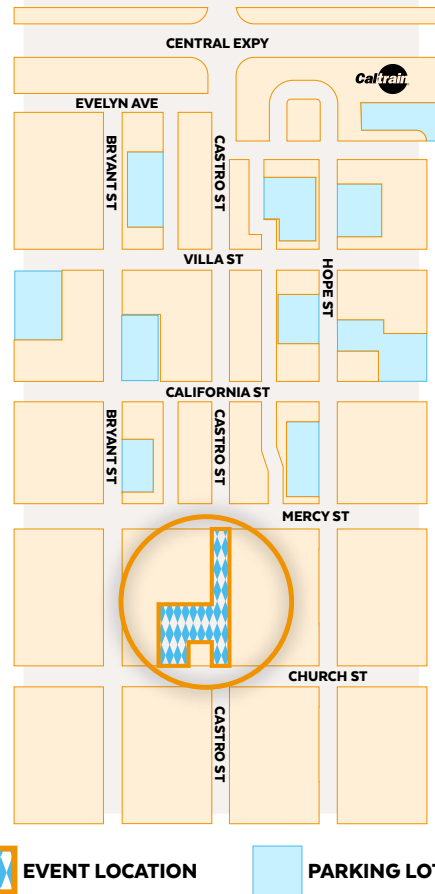
# A SLICE OF BAVARIA IN SILICON VALLEY

As Mountain View Oktoberfest rolls into its tenth year, get ready for a celebration that's bigger, bolder, and beer-ier than ever! We're bringing Bavaria to Silicon Valley with nonstop live music from authentic German bands, mouthwatering traditional eats, and all the gemütlichkeit you can handle.



## THE ATTENDEES

The family-friendly atmosphere of the event attracts crowds from across the Bay Area, including affluent families with a passion for community, culture, and adventure. With an average household income of over \$175K, attendees are drawn to the event's vibrant spirit and immersive cultural experience. The audience skews slightly male, adding to the dynamic mix of festival-goers who love to travel, explore, and celebrate Oktoberfest in style



Located in the heart of Mountain View this unique location offers not just easy access to the event with several parking lots in the area, but also close access to Caltrain and VTA.



## CONTESTS

- KIDS PRETZEL EATING CONTEST
- YODELING CONTEST
- STEIN HOLDING COMPETITION
- OUTFIT CONTEST



## MAIN STAGE

The Main Stage is where the magic happens at Mountain View Oktoberfest! Get ready for an all-day lineup of lively German bands that'll have the crowd swaying, singing, and raising their steins. But that's not all—this is also the epicenter of Oktoberfest antics, including the legendary yodeling contest (because who doesn't love a good yodel?). As a sponsor, your brand won't just be seen—it'll be celebrated, front and center, in the heart of the action.



### Stage Title Sponsorship \$15,000

Title Sponsors will get unparalleled brand visibility with custom-designed high-profile signage that will fully line the stage. Additionally, your sponsorship includes extended visibility across all marketing channels, and naming rights for the stage, the option to exhibit next to the main stage or another area of your choosing

- Have your Brand Featured with Name Inclusion with Naming Rights to the Stage
- Custom Signage High-Profile Signage Using Your Branding with a Full Stage Brand Signage
- Website Feature On Stage + Entertainment Pages
- Logo and Name Inclusion On Social Media Stage Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Posters
- 10 Steins and 10 Drink Tickets included
- Option to have a custom exhibitor space to activate your brand



Mountain View  
**Oktoberfest**  
2025

## CUSTOM PACKAGES

Break the mold! Your brand deserves more than a one-size-fits-all approach. Let's collaborate to design a bold, unforgettable brand activation that turns heads and exceeds expectations. Explore some standout examples of custom activations below.



### VIP LOUNGE

Step into exclusivity with a tailor-made VIP Lounge experience designed to impress and engage. From bespoke design elements to premium guest experiences, we'll craft a space that reflects your brand's identity.



### CREATE A CUSTOM EXPERIENCE

Tap into the unique fun nature of the event by activating your own contest or experience within the event. Work with our team to create something of a kind that resonates with your brand goals.



### CUSTOM PHOTO WALL

Make every snapshot unforgettable with a stunning custom photo backdrop designed to showcase your brand in every frame. Every photo becomes a branded keepsake and a shareable moment, amplifying your presence both online and offline.

Custom package pricing available upon request. Share your vision with us, and we'll craft an experiential activation that captivates your audience and elevates your event marketing goals.

[mVOktoberfest.com](http://mVOktoberfest.com)



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