



*Introducing the new Helena Montana*

***Queen City of Rockies Oktoberfest***

**October 14, 15, & 16, 2022**

***This promises to be an annual event for years to come.***

Community Benefit - Helena needs more community events to connect our residents and keep old traditions alive, while making new ones as well. This event can also help attract new visitors, by showing off what makes our town so unique, which can also help build a strong sense of pride for the community. This event will support small, independent businesses, for example the venue itself, L&C County Fairgrounds, the decorators and producers, local brewery's, taverns, local eateries, as well as local hotels, campsites, and B&B's.

Not only will the Queen City Oktoberfest create memorable experiences but it will give the community an annual opportunity to showcase Helena Montana.

Please consider being a sponsor and get this annual event off the ground.

- ◆ Enjoy a huge tent with hay bales, picnic tables, stage, and dance floor. Live Music Stage will operate Friday from 4:00 pm to 1:00 am. Entertainment through to a headliner band starting at 9:00. Admission to the tent will be \$10, \$5 for children under 12.
- ◆ Go through the tunnel to the Multi-Purpose Building and step into a Rough Stock Rodeo, starting at 6:00pm until 9:00pm on Friday and Saturday evenings. Complete with Bareback Bronc Riding, Saddle Bronc Riding and Bull Riding competitions. All competitors will be judged and purses will be won. Admission to the rodeo is Adult \$25, Under 12 \$15, includes entrance to music tent.
- ◆ On Saturday the live stage will start at 11:00 am and end at 1:00 am. Some of the talent includes, Dan Henry, Helena Last Chance Square Dancers, Montana Tuba Players, Ellie Mae who was a contestant on the Voice. We will also have contests, stein holding, and keg throwing. Finishing up the night with a Headliner 10 Years Gone Band until 1:00 am.
- ◆ Food, beer, alcohol, vendors in the tent the whole weekend.
- ◆ In the Multi-Purpose Building will be an Arts and Crafts/Trade Show. Vendors from all over the country will display and sell their goods. This event will be free to the public.
- ◆ In the west parking lot, there will be a Car Show on Saturday. All cars will be judged and prizes will be awarded. There will be an entry fee of \$25 per car.
- ◆ Draft Horses will be giving carriage rides throughout the weekend.

# OKTOBERFEST SPONSORSHIP OPPORTUNITIES



## Rough Stock Rodeo Sponsor \$5,000.00

- Company logo on all Printed advertising.
- Company logo on social media throughout the year
- 2 - 6x8 Banners in Rodeo Arena
- Representative and or Marketing booth in Arts and Craft Fair
- 8 All Weekend Passes to rodeo and entertainment tent
- 12 Customizable posts on Oktoberfest Facebook Page
- Exclusive front row seats at rodeo
- Name and recognition throughout the rodeo each night
- First right of refusal annually

## Entertainment Stage Sponsor \$3,000.00

- Exclusive front row table of entertainment stage
- Recognition announced every break between entertainment sets
- 3x5 Banner in Entertainment Tent next to stage
- Representative and/or Marketing Booth in Arts and Crafts Fair
- 6 All Weekend Passes to rodeo and entertainment tent
- Company Logo on social media throughout the year
- 6 Customizable posts on Oktoberfest Facebook Page
- First right of refusal annually

## Tent Sponsor \$2,000.00

- 4x6 Banners next to each bar in tent
- Option to introduce Music on Friday Night and highlight your business
- 4 All Weekend Passes to rodeo and entertainment tent
- Company Logo on social media throughout the year.
- First right of refusal annually

## Community Sponsor \$1,000.00

- Banner above the bull chute during Rodeo
- Banner/Sponsor shout out for Keg & Stein Contests
- 2 All weekend passes to rodeo and entertainment tent
- Company Logo on social media throughout the year
- 1 Customizable post on Oktoberfest Facebook Page
- First right of refusal annually

## Build Helena Sponsor \$500.00

- Company Logo on social media throughout the year
- 3x5 Company Banner on fence at rodeo
- 2 All Weekend Passes to rodeo and entertainment tent
- First right of refusal annually



CONTACT: EM @ 406.459.0400 | [www.helenaqueencityoktoberfest.com](http://www.helenaqueencityoktoberfest.com)

