



Guten Tag!

The German-American Musicians Association, Inc. is pleased to announce Wurstfest! 2018, the return of the Wurst Party in Buffalo! The annual event, which will take place on Sunday, June 24, 2018, is fast becoming an integral part of Buffalo's cultural festival scene, celebrating the traditional food, drink, and music of the Bavarian region of Germany. Originally established in the 1960s, Wurstfest! has undergone a rebranding and reintroduction, leading to a resurgence of the event for a whole new audience at its new home, Buffalo River Fest Park.

The last several years have drawn more than 5,000 people to the event, and the participation of local businesses and organizations have helped to make Wurstfest! such a huge success.

The German-American Musicians Association would like to offer you an opportunity to participate in Wurstfest! 2018 by choosing one of the multiple levels of sponsorships available to help finance this year's event. Your support will go toward expenses such as location rental costs, an expanded tent, seating and tables, games, and equipment. Every sponsorship will allow us to continue to share this cultural festival with the Buffalo community for years to come.

The German-American Musicians Association is a 501c(3) nonprofit cultural organization whose goal is the cultivation and performance of the traditional music and culture of the German-speaking lands, including the most recent addition of the Joseph F. Krautwurst music library. The Association currently houses one of the largest collection of traditional German folk music outside of Germany, from which it draws heavily throughout its performances. While the Association plays at many performances throughout the year, Wurstfest! is currently its only solely-produced annual event to showcase this musical culture and *Gemütlichkeit**. Thank you in advance for your generous support. We look forward to seeing you on June 24, 2018, at Buffalo River Fest Park.

Kindest Regards,

Tim Lyon

Tim Lyon, Wurstfest Chairperson
(716) 480-1599 • wurstfest@germanamericanmusicians.com

**Gemütlichkeit* is a German expression that warmly represents the idea of friendship and good cheer, of being in the right place, at the right, with the right people!

The German-American Musicians Association
PO Box 89, Cheektowaga, New York 14225



Wurstfest! 2018
The Wurst Party in Buffalo

2018 Sponsorship Packages

\$50 – Edelweiss Booster

- Admission for 2 people to Wurstfest! 2018
- Company logo in event program and social media promotions

\$75 – Butcher's Apprentice

- Admission for 2 people to Wurstfest! 2018 and 1 premium beer pitcher tickets
- Company logo in event program and social media promotion

\$100 – Bürgermeister

- Admission for 4 people to Wurstfest! 2018 and 1 premium beer pitcher tickets
- Company logo in all event material, including event program, webpage, and social media promos

\$250 – Herr Dunderbeck's Circle

- Limited event sponsors available (e.g., Hummel Look-Alike, Hammerschlagen, Beer Slide, etc.)
- Admission for 8 people to Wurstfest! 2018 and 2 premium beer pitcher tickets
- Company name and logo on signage at Wurstfest! 2018
- Company logo in all event material, including event program, webpage, and social media promos

\$500 – “Best Dressed Bavarian” Sponsor (Single Sponsor Opportunity)

- Naming rights to 2018 Best Dressed Bavarian Champions
- Admission for 8 people to Wurstfest! 2018 and 2 premium beer pitcher tickets
- Company name and logo on signage at Wurstfest! 2018
- Company logo in all event material, including event program, webpage, and social media promos

\$750 – “Stein Hoist Challenge” Sponsor (Single Sponsor Opportunity)

- Naming rights to 2018 Stein Hoist Champions
- Admission for 8 people to Wurstfest! 2018 and 3 premium beer pitcher tickets
- Company name and logo on signage at Wurstfest! 2018
- Company logo in all event material, including event program, webpage, and social media promos

\$1,000 – Prince Carl of Solms-Braunfels

- 1 year advertising on German-American Musicians website
- Admission and VIP seating for 16 people to Wurstfest! 2018 and 4 premium beer pitcher tickets
- Company name and logo on signage at Wurstfest! 2018
- Company logo in all event material, including event program, webpage, and social media promos

\$2,500 – Wurst Friend Ever (Headline Sponsor)

- Exclusive 25' sponsor banner at event
- 1 year advertising on German-American Musicians website
- Admission and VIP seating for 20 people to Wurstfest! 2018 and 6 premium beer pitcher tickets
- Company name and logo on signage at Wurstfest! 2018
- Company logo in all event material, including event program, webpage, and social media promos