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Invites Raffle Sponsors



Oktoberfest Manila 2011

Sofitel Philippine Plaza
Harbor Garden Tent

October 20-23, 2011



OKTOBERFEST MANILA 2011

CONTENTS

Overview	3
The Vision – the essence of Oktoberfest Manila	4
The Event – Oktoberfest Manila	5
Entertainment – something for everyone	
Eat, drink and be merry!	
Oktoberfest Family Day	
Target Audience	6
Sponsor & Partner Packages	7
Festzelt / Diamond - Sponsors	
Edelweiss / Gold - Sponsors	
Mass / Silver - Sponsors	
Weisswurst / Bronze – Sponsors	
Brez'n- Sponsors	
Be a part of Oktoberfest Manila 2011	8
When and Where	
Visitors	
Parking and Transportation	
Contact us at the German Club Manila	

Overview

The Filipinos' love for beer is evident in their day to day life, and every year, Manila springs to life as the Oktoberfest is celebrated by thousands of beer-lovers with much excitement and fervor all over the metro. Based on last year's success the German Club Manila teamed up again with Sofitel Philippine Plaza to present the 73nd **Oktoberfest Manila 2011**.

The Oktoberfest Manila 2011 promises unmatched authenticity, a fabulously fun atmosphere, an excellent range of traditional food and drink, sparkling entertainment for the whole family, and an ideal, festive setting.

The focus is to bring this traditional event to a whole spectrum of visitors – from professionals, families and students of all ages, to international guests and corporate dignitaries.

In 2011, the Oktoberfest Manila will be held from October 20-23 at Sofitel Philippine Plaza's Harbor Garden Tent to celebrate the traditions, the entertainment, as well as the distinctively authentic food and beverages reflecting the lively air of the world's largest annual festival – the Munich Oktoberfest.

In keeping with Oktoberfest tradition, the 'O'zapfn' – tapping of the first keg – by the city's Mayor, the ceremony marks the beginning of Oktoberfest Manila's exciting weekend, capturing the passion and spirit of original in Munich, Bavaria.

The Oktoberfest Manila 2011 will celebrate the best of German and Filipino culture while fostering strong partnerships between like-minded businesses to achieve measurable income for the event, for its participants and for its sponsors.



Involvement in the Oktoberfest Manila 2011 will align your company not only with the traditional and positive German values of hard work, precision and efficiency, but also to the traditional Filipino values of fun, family and community.

The Vision - The Essence of Oktoberfest Manila

Dedicated and motivated to creating Manila's largest and most authentic German folk festival.

The German Club Manila and Sofitel Philippine Plaza, with the same passion and vision, have come together to continue the tradition of the Oktoberfest in Manila.

Bringing together an impressive array of professional expertise and experience gathered in the Philippines, Germany and other countries, our dedication and motivation is channeled into this event. Also, with our knowledge and experience in German folk festivals – from Hamburg to Munich, Berlin to Bonn – we endeavor to constantly bring new elements into the Manila event.

Our focus and unified vision is to:

- λ Continue the tradition of Manila's largest and most authentic Oktoberfest and German folk festival – the premiere cultural event in Manila
- λ Bring together a wide and diverse community – an exciting and fun-filled day for both the young and old
- λ Integrate strong cultural components into all aspects of the event, so that visitors feel they are in Bavaria / Germany
- λ Provide the best possible quality and authenticity – in setup, entertainment, food, drink, service and ambiance
- λ Provide well-respected sponsors and partners and a proud association with this unique, premium event
- λ Strive to further develop and improve management of key aspects of the Oktoberfest Manila, aiming to enrich each year's event with more attractions, and making it thoroughly enjoyable for all



The Event – German Club’s Oktoberfest Manila

The Oktoberfest Manila's thrust is in “creating a corner of Munich” in the Philippines and providing a large-scale, authentic Oktoberfest in 2011.

The beautiful, awe-inspiring backdrop of the Manila Bay at Sofitel Philippine Plaza will be the perfect venue for the vibrant Oktoberfest festivities. Oktoberfest-style tables and benches will be positioned at the Harbor Garden Tent, and will extend outdoors. The entire ceiling inside will be draped in traditional white and blue Bavarian colors.

Entertainment – something for everyone

Etihad Airways will fly in the well-known “Bavarian Sound Express” from Munich, to keep young and old singing, dancing and swaying all day and all night long.

Inflatable bouncing castles, magicians, face painters and many other activities ensure that both the young and the young-at-heart are entertained all day long, during Sunday’s Family Day with brunch.

Guests are encouraged to wear the best traditional Bavarian attire as the **Best Traditional Dressed** competitions roll out.

Eat, Drink and Be Merry!

Traditional Bavarian gourmet delights will be on offer, and visitors will have the opportunity to sample German and Bavarian specialties such as fresh roasted pork hocks, grilled calve, laugen rolls, grilled sausages and mouth-watering cakes, pastries and desserts.

To ensure safety, beer will be served in ceramic steins that replicate traditional Munich Oktoberfest glass steins. – Prior to door opening a ‘Wheat Beer Garden’ is taking care of guests arriving early to enjoy the sunset at Manila Bay (not covered by the entrance fee).

Reserved Tables near the Stage

In prime view of the main stage inside the Harbor Garden Tent are specially prepared tables. These pre-bought, reserved tables provide guests, sponsors and partner the ultimate Oktoberfest Manila experience.



Target Audience

Oktoberfest Manila, as a true Bavarian / German folk festival, attracts people of all ages from various backgrounds, embassies, organizations, social clubs and different corporations. Families, professional organizations, corporations, politicians, local socialites, expatriate community and students can together enjoy a piece of Germany in Manila.

Professionals, Members and Friends of German Club Manila & Hotel Guests:

Bavarian VIP Tables are perfect for corporate folk, social clubs, hotel guests, expatriates, local politicians and socialites. Due to their unique appeal of mixing traditional Oktoberfest elements and modern entertainment, Bavarian VIP Table guests experience a truly special festival, not found anywhere else in Manila.

October 20, 21 & 22, Thursday, Friday & Saturday are ideal for a fun, after-work treat.

Families:

Sundays are *Family Days*, and on October 23, families may together experience the German culture and way of life.

- λ *Tent Entertainment* – traditional music, dancing, yodelling, cow bell ringing and action-packed competitions will take place.
- λ *Children's Entertainment* – inflatable bouncing castles, magicians, face painters and many more attractions will be available to provide exciting entertainment.
- λ *Eat and Drink* – delicious traditional food and drink, including many non-alcoholic beverages, to suit all tastes.



Raffle Sponsor & Partner Packages

Without the support of sponsors and partners, the Oktoberfest's raffle will not be possible. Our packages have been designed to enable flexible corporate participation depending on individual marketing and budgetary requirements. Participation as an Oktoberfest Manila 2011 Raffle Sponsor will maximize your marketing and provide a measurable return of your investment.

As a “Non-Stock, Non-Profit” Club we depend on donations / prices from our members. Your contribution in prices or cash (the German Club will purchase the prices) is highly appreciated. Some proceeds will be utilized for the German Club’s welfare projects.

Festzelt-Sponsor / Diamond (Php 250,000 and more):

- Participation and announcement at the Press Conference;
- Twenty (20) entry tickets for Oktoberfest;
- Twenty (20) free parking tickets;
- Booth along the way to main entrance;
- Your company’s name on posters, entry tickets, press release, sponsors’ main tarpaulin and the Maibaum inside the tent;
- Sponsor and price to be announced and shown on two screens inside the tent with collection of price at the German Club booth
- Price to be handed over by your representative on stage;
- Booth of your company inside the tent.

Edelweiss-Sponsor / Gold (Php 100 – 250,000):

- Participation and announcement at the Press Conference;
- Ten (10) entry tickets for Oktoberfest;
- Ten (10) free parking tickets;
- Booth along the way to main entrance;
- Your company’s name on main tarpaulin and posters as well as on the Maibaum inside the tent;
- Sponsor and price to be announced and shown on two screens inside the tent with collection of price at the German Club booth.

Mass-Sponsor / Silver (Php 50 - 100,000):

- Five (5) entry tickets;
- Your company’s name on main tarpaulin and posters as well as on the Maibaum inside the tent;
- Marketing material on the German Club’s booth;
- Sponsor and price to be shown on two screens inside the tent with collection of price at the German Club booth.

Weisswurst-Sponsor / Bronze (Php 25 - 50,000):

- Three (3) entry tickets;
- Your company’s name on main tarpaulin as well as on the Maibaum inside the tent;
- Sponsor and price to be shown on two screens inside the tent with collection of price at the German Club booth;
- Your sponsorship can also be utilized on the printing of raffle tickets, tarpaulin and Maibaum).

Brez’n – Sponsor / Minor Cash Sponsorship (Php 25,000 and below):

- One (1) entry ticket;
- Your company’s name on the main tarpaulin;

Sponsor and price to be shown on two screens inside the tent (Your sponsorship to be utilized on the printing of raffle tickets, tarpaulin and Maibaum).

Be a part of the Oktoberfest Manila 2011!

The Oktoberfest Manila 2011 promises to be an unforgettable cultural event that is sought-after yearly. Its entertainment, food and beverage programs are designed to delight both local and international markets.

Our visitors will experience, enjoy and learn about the colorful richness of German culture as the Oktoberfest Manila 2011 brings Germany to Manila from October 20-23.

Maximum exposure for all sponsors and partners, participants, entertainers and cultural elements will be ensured.

We would be delighted to have the opportunity to present you with possibilities for your involvement in the Oktoberfest Manila 2011, and we look forward to discussing this with you soon.

When and Where
October 20 - 23, Thursday to Sunday

Thursday: 6 pm to midnight;
Friday: 6pm to midnight;
Saturday: 6pm to midnight;
Sunday: 10:30am to 2pm.

Thursday, Friday and Saturday at the Harbor Garden Tent at Sofitel Philippine Plaza, CCP Complex, Roxas Boulevard, Pasay City, Manila. Sunday Brunch will be held also by the hotel poolside.

Visitors:

About 4,800 visitors attended last year's Oktoberfest. We expect this number to increase due to the additional Thursday.

Rooms:

Sofitel will offer special room rates for Oktoberfest visitors during the event.

Parking and Transportation

Ample car parking for up to 1,000 cars is available at the North and South parking lots.

Taxi service is available at the hotel area regularly.

Kindly contact us latest by July 30, 2011 at

German Club

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