

September 23<sup>rd</sup> &  
24<sup>th</sup>, 2016  
11:00 am – 6:00 pm



Westfield Sarasota  
Square Mall  
Sarasota, FL

## Vendor-Merchant Summary

The Gulf Coast Oktoberfest sponsored by Geier's Sausage Kitchen and is being held at at Westfield Sarasota Square Mall South Lot located a 8201 S Tamiami Trail, Sarasota, FL 34238. The Event will run from 11am – 6pm for 2 days on Friday, September 23rd and Saturday, September 24th.

The event will feature German and American Food / Beer, Live German Music, Games, Costume and Dance Contests, a merchant / vendor area and more. This event is the perfect opportunity to experience a little bit of Germany with some American options for the not so adventurous.

We have secured Hafenskapelle (haf-en-ka-pell-la) a 16 piece costumed fest band located in Cape Coral, Florida. They are the house band for the Cape Coral Oktoberfest and play throughout the year at different events. They will be playing Saturday - September 24th from 2pm - 6pm.

We have also secured Die Musik der Fruheren Jahre or if you prefer just plain "Oli and the Frankfurters" to play Friday - September 23<sup>rd</sup> from 2pm - 6pm. They are a 5 piece band who has been bringing old style German music to audiences in Southwest Florida area since 1992.

We are anticipating 5000 attendees over the 2 days. We have already secured a media sponsorship with the Herald Tribune / Sarasota Ticket and Westfield Sarasota Square to help increase marketing exposure and that of our sponsors. We will also have a strong online presence as well via the website and social media.

Event Website: [www.gulfcoastoktoberfest.com](http://www.gulfcoastoktoberfest.com)

### Our Mission:

Our mission is to host successful, first-class events. Our desire is for the Gulf Coast Oktoberfest to be a premier event, bringing people together, promoting Geier's Sausage Kitchen and the Sarasota / Bradenton Area.

- Build upon existing customer relationships and create brand awareness among new and potential customers
- Gain insight into new and existing customers' product knowledge of your brand
- Reach targeted customers
- Gain exposure through our targeted marketing campaign; encompassing print, online and social media.

**For any questions or additional information call Geiers Sausage Kitchen at 941-923-3004 or 941-374-0638 or email [geiers@verizon.net](mailto:geiers@verizon.net)**

## Food Vendor- \$300

- 10 x 10 space at event
- Company Name and brand presence on sponsor page of website
- Company Name included in eblasts
- Company Name included on social media posts

## Merchandise / Art & Craft Vendor- \$100

- 10 x 10 space at event
- Company Name and brand presence on sponsor page of website
- Company Name included in eblasts
- Company Name included on social media posts

SPONSORSHIP / VENDOR APPLICATION <sup>2</sup>				
(CIRCLE ONE) MERCHANDISE • FOOD				
CONTACT NAME:				
BUSINESS NAME:				
ADDRESS:		CITY	STATE	ZIP
PHONE:	FAX:	EMAIL:	WEBSITE:	
DAY OF EVENT - CONTACT NAME:		DAY OF EVENT - CONTACT NO.		
ITEMS TO BE SOLD:				
PAYMENT INFORMATION				
METHOD OF PAYMENT (CIRCLE ONE) CASH • CHECK • CREDIT CARD		PAYABLE TO: GULF COAST OKTOBERFEST 1244 MOHAWK RD VENICE, FL 34293		(TOTAL) \$ _____
CARDHOLDER NAME (PLEASE PRINT):			CARD TYPE (CIRCLE ONE) VISA • MASTERCARD • AM EX	
CARD NUMBER			EXP. DATE	CVC CODE:
CARDHOLDER SIGNATURE			DATE	

Please scan and email to [info@GulfCoastOktoberfest.com](mailto:info@GulfCoastOktoberfest.com) or fax to 941-218-6673  
An email confirmation will be sent to you in 48 hours