



Canada's Greatest Bavarian Festival's Thanksgiving Day Parade Sponsorship 'Goes Public' amid economic recovery

(Kitchener-Waterloo, Canada – August 9, 2010) – Kitchener-Waterloo Oktoberfest, a 42-year-old festival which welcomes over 700,000 participants annually, is 'going public' with its premier sponsorship position for the first time in its history.

Given the swift and positive rebound of Canada's economic climate, festival organizers believe the Canadian corporate community is ready to re-invest in festival-based marketing opportunities like the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade. They are so confident in fact, that festival organizers will 'go public' and accept bids for the premier Parade Sponsor position, and the bidding starts at \$150,000 for the top spot.

At the heart of this unique opportunity is the feature sponsorship of the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade, the crown jewel of Canada's Greatest Bavarian Festival and the largest parade of its kind in the country. The Parade, which runs from Waterloo into Kitchener and annually draws over 150,000 spectators to the 5km route, is nationally televised on CTV to a viewing audience of over 2 million Canadians. A public auction for the top sponsorship position will open on August 9th and run until 12:00 noon (EST) on Friday, August 20th.

"This is a tremendous opportunity for an exciting new partnership and unique opportunity to build some new relationships," said Paul Buttinger, President of K-W Oktoberfest Inc. "Kitchener-Waterloo Oktoberfest offers a unique blend of community events, family activities, and corporate events, all rolled up in the Spirit of Gemuetlichkeit. Whether your goal is brand recognition, engaging employees, B2B connections or launching a new product, Kitchener-Waterloo Oktoberfest has a variety of platforms to achieve the goals of our corporate partners, chief among them is the Kitchener-Waterloo Oktoberfest Thanksgiving Day Parade."

"As a not-for-profit organization we don't have stocks to sell, nor do we have the ability to sell part ownership in the festival. But we do have a tremendous ability to provide return on investment. By opening up our premier sponsorship opportunity to public bidding, we expect to welcome some exciting new partners to the table."

As the world's largest Oktoberfest event held outside of Germany, Kitchener-Waterloo Oktoberfest is a significant economic and tourism driver within Waterloo Region, better known as Canada's Technology Triangle.

All those interested in bidding on this premier sponsorship opportunity should visit www.oktoberfest.ca for more details. ([CLICK HERE](#) for DIRECT LINK)

About Kitchener-Waterloo Oktoberfest

Kitchener-Waterloo Oktoberfest is a not-for-profit Bavarian festival founded in 1969 by a group of volunteers committed to contributing to the social and economic vitality of Kitchener-Waterloo, Canada twin cities with German heritage. Canada's Greatest Bavarian Festival celebrates German heritage, food, music and festivities and is supported by more than 50 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 435 volunteers and 1,300 community and service club volunteers that stage the nine-day festival each October promoting a unique German cultural experience. As well as the \$21.1M annual economic boost the festival gives the local economy during the international festival, over \$1.5 million is raised each year by the not-for-profit organizations associated with Kitchener-Waterloo Oktoberfest, one of the top three most recognized event brands in Canada.

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