



FORM FOR CONSIDERATION

GENERAL INFORMATION

Type of Event/Promotion: Annual Downtown Oktoberfest Celebration

Contact Person: Riley Hodges/Scott Tucker Telephone: 562.438.6565;

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Address: 2 The Colonnade Canal, Long Beach, CA 90803

EVENT INFORMATION

Name of Event: Oktoberfest Long Beach

Location(s): Pine Avenue between Broadway & 3rd and between 6th & 7th streets.

Event Date(s): October 5, 2013

Expected Attendance: 2,500

Event Producer: Riley Hodges/ Scott Tucker

First time event: X Yes No If no, how many events have taken place?: _____

Is this a free event?: Yes X No If no, what is the cost to attend?: \$10 Beer Garden Entry

Attendance you anticipate from Long Beach or the surrounding area?: 1,500

Attendance you anticipate from outlying areas (more than 10 miles)?: 1,000

How many room nights do you anticipate at local hotels?: 20

What is the demographic of your target attendee?: Downtown residents are already planning to dress up in Oktoberfest costumes to join in the fun of participating in the marriage of Crown Prince Ludwig and Teresa of Bavaria. Ages will vary. Most will be affluent and active. A Hospitality Industry competition and contest series of events will help build attendance from an affluent demographic.

Will the event include food/drink vendors?: X Yes No If yes, what kind?: Draft beer, limited spirits sales.

Will the event include other vendors?: X Yes No If yes, what kind?: German culture souvenirs, cars, services, objects and clothing.

Details: Table and booth displays, German Automobiles, Banking Services,

How will this event positively impact Downtown?: This will be the first year of an annual event that brings visitors from an ever-widening area. What is unique about our Oktoberfest event is it will be a costume-themed event in the renaissance-faire style, including actors, processions, a wedding ceremony, street performers, craft beer purveyors, contemporary celebrations and oompah bands, all followed by contemporary live band performances. Mayor Foster and Councilmembers Lowenthal and Garcia have agreed to participate in the opening ceremony. Actors will circulate through businesses for pictures and to spread the theme to all businesses. In future years the footprint of the event and visitors will grow to be one of the major downtown events,

How do you plan to incorporate existing businesses into your event?: Mike Wylie and Michelle Molina are joining Oktoberfest Long Beach with activities on Pine between 6th and 7th streets. Merchants on surrounding streets will want to join the theme of the event and take advantage of the resources event promoters make available to them. Our Oktoberfest event is also the kickoff event for a five-day Beer Week modeled after hugely successful Beer Weeks in San Diego, San Francisco, Denver and Philadelphia and other major cities. Beer Week creates the opportunity for restaurants to pair up with International and Craft Beer purveyors with food and beer pairings and tastings for five days following our Oktoberfest event. This can add 100s of hotel nights.

What is your marketing/advertising plan (please include specific publications in which you intend to advertise)?: \$2,500 Press-Telegram/Daily Breeze; \$2,000 Grunion & Downtown Gazettes; \$2,500 O. C. Weekly; \$2,500 L. A. Weekly; \$500 Other

What deliverables will the DLBA be entitled to if this proposal is accepted?: DLBA will receive sponsorship identification.

What other organizations are confirmed sponsors of this event/promotion and at what level(s)?:

Chase Bank \$1,500; Nick Alexander BMW \$1,500; Anheuser Busch \$1,500; LBCVB \$3,000; Pine Square Merchants \$1,500

Please attach additional pages should you wish to provide more information

PROJECTED BUDGET

Please return form to: Downtown Long Beach Associates
100 W. Broadway Ste. 120 Long Beach, CA 90802 (562) 436-4259 – Tel (562) 437-7850 - Fax

Total Event Expenses: \$ 51,000.00

Total Event Revenue: \$ 48,000.00

Amount Requested from DLBA: \$ 2,500.00

Please attach a detailed line-item event budget, inclusive of all expenses and revenues. Include all secured and projected revenue sources as well as a list of any pending sponsors.

If the sponsorship is awarded, 75% of funds will be provided prior to the event in the form of direct payment of an invoice or reimbursement of invoice. The remaining 25% of funding will be provided following your completion of the Post Event Report submitted to the DLBA, within 30 days of the event's conclusion.

Sponsorship funds can be allocated to equipment, product, marketing/advertising and City services. It is not applicable to administrative and event management fees.

DOWNTOWN STAKEHOLDER INFORMATION

All funding proposals must be supported by at least one Downtown Stakeholder (business owner or commercial property owner). Please include the name and contact information of a Stakeholder who is familiar with and supportive of your proposal.

Stakeholder Name: (1) Becky Benam; (2) Adrian Amosa; (3) Miguel Baeza;

(4) Mike Wylie; (5) Michelle Molina

Phone Number: (1) 562. 621-9699; (2) 562.590.5000; (3) 562.436.7700

(4) 949.933.3287; (5) 562.590.3600

Business Name: (1) Johnny Rockets; (2) Gaucho Grill (3) Agaves

(4) Commercial Property Owner; (5) Molina Healthcare

Budget:

Revenues: Gate 1,500 paid at \$10 = \$15,000; Sponsors \$9,000; Beer & Food Sales Net \$24,000 =
Total: \$48,000

Expenses: Police & Fire \$4,000; Staff-Pro \$4,000; Performers \$7,000; Stage & Sound \$6,000; Trophies
& Contest Expenses \$1,000; Advertising \$10,000; K-Rail, Gates, Fencing,
Toilets \$9,000; Permits \$3,000; Insurance \$1,000; Misc. \$1,000; Event
Coordinator \$5,000 = Total \$51,000

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