

## Why Sponsor?

To promote German culture and enhance German-American friendship, the German-American Sportsclub and the Gesangverein of Virginia annually present the "Richmond Oktoberfest," the only authentic German Oktoberfest in Central Virginia. Our Oktoberfest is always held on a Friday and Saturday during one weekend in October. On average, 2,000 plus visitors attend on each of those two days. The festivities, which start at 6 p. m. and end at 11 p. m. on Friday, and from 3 p.m. to 11 p.m. on Saturday, feature German bands, German folklore dancing, and a parade of all participants in German/Bavarian traditional clothing. We offer a variety of good German food, German Oktoberfest beer, wine, soft drinks and much more. In addition, we offer for sale a beautiful authentic German "Bierstein," with a different authentic design each year.

This event is made possible because nearly three hundred members and friends of our two clubs volunteer to staff all of the stands each day, decorate the hall, and perform the many other tasks required. In the past most of the profits have been used by the two clubs to sustain their cultural activities throughout the year.

Because of rapidly rising expenses for all services needed for this event, our joint Oktoberfest Committee has decided to do what many other organizations are required to do, and that is to look for Sponsors who may be willing to help us with our effort to continue this proud tradition.

The different ways to Sponsor the Oktoberfest are outlined in the "How To Sponsor" page. It provides you the opportunity to advertise your business at various levels. Or you may want to sponsor us because you simply want to support our cultural efforts. Your assistance as a sponsor will help to ensure that the Richmond Oktoberfest will continue to exist as an important contribution to the Richmond area culture.

**Russ Boraas**  
**Oktoberfest President**