



WESTParkland
GAS CO-OP LTD

"cheers to charity!"



Augtoberfest

craft beer
festival

August 23rd, 2025
Sponsorship Opportunities

www.augtoberfest.ca

What is Augtoberfest?

Augtoberfest is a craft beer festival hosted by West Parkland Gas Co-op in Stony Plain, Alberta. Augtoberfest is a lot like any other tasting style festival, but with one BIG difference – it's all for charity!

We had the pleasure of hosting the inaugural Augtoberfest in 2023, which was nothing short of a raging success with 23 vendors from across Alberta, over 1000 tickets sold and raised a grand total of \$17,233 for Misfits of Alberta Animal Rescue.

Upon much request for the festival to become an annual event, Augtoberfest will be taking place on August 23rd, 2025 at the Heritage Pavilion in Stony Plain. We are ecstatic to invite vendors from across the province and join together to once again enjoy a day of great beer for a great cause!

I would like to extend an invitation to your organization to join us as a sponsorship partner. We are incredibly excited to be to once again host a craft beer festival, that in many ways, is much like any other you see in Alberta, but with one big change – it's all for charity! 100% of the proceeds will be donated directly to **Our Community Pantry** – a local non-profit dedicated to improving the food security of children and their families

Of course, events like this are not possible without the support of the many great businesses in our area and beyond. In this package, you will find a wide variety of sponsorship and advertising opportunities available and what each of those opportunities provides. 100% of the sponsorship funds go towards the cost of putting on Augtoberfest, and 100% of the proceeds from the event are directly donated to our recipient non-profit, so you can rest easy knowing that your sponsorship dollars are contributing directly to the cause!

Should you have any questions, please contact me at any time. I look forward to connecting with you soon!

Amy Smart
Communications Coordinator, West Parkland Gas Co-op
780.203.5901
info@augtoberfest.ca

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Our Community Pantry

After seeing children eat food from a trash can in a park, two Spruce Grove Rotarians vowed "not in my community" and made it their goal to improve the food security of children and their families. That day in the park was the beginning of what is now "Our Community Pantry" (the Pantry).

Thanks to St. Andrew's United Church in Spruce Grove, the Pantry has the professional kitchen, storage space and amenities to operate all our food programs from one location. This facility, along with our dedicated volunteers, financial donors, and community partners, allow the Pantry to deliver the following food programs:

School Lunch Program

When children are hungry, they struggle to learn and reach their full potential. Our lunch program provides 700 lunches a week to Parkland School Division.

Family Meal Program

We work with community agencies to support families struggling with food insecurities. Families receive a weekly meal package that includes cooked meals and food rescue items.

Food Rescue Program

Pantry volunteers pack up rescue items twice a week from our local food rescue partner - North Central Co-operative in Stony Plain. All food rescue items are given directly to families in their meal packages.



"Not in my community"

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Sponsorships

Hops Sponsor 🍺🍺🍺🍺🍺 \$2,500

The highest level of sponsorship available at Augtoberfest offering the highest level of visibility. The Hops Sponsor is well suited for a municipality or large organization looking to make a “splash” at Augtoberfest.

- Exclusive designation as Presenting Sponsor in ALL digital and printed communication
- Logo and direct link is first on Event Webpage
- Recognition in official media release
- Corporate signage at the event
- Logo placement on signage at designated tables
- Social Media Recognition
- Option to provide volunteers and an information business table
- Twenty complimentary entry and beverage tickets



Ale Sponsor 🍺🍺🍺🍺 \$1,500

The Ale level sponsorship offers a peak in event visibility with sponsoring the DJ and dance floor!

- Logo and direct link on Event Webpage
- Recognition in official media release
- Corporate signage at the event
- Social Media Recognition
- Fifteen complimentary entry and beverage tickets

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Lager Sponsor

\$1,000

The lager sponsorship offers photo-worthy visibility with the red carpet photo op at the festival entrance.

- Logo on Event Webpage
- Corporate signage at the event
- Social Media Recognition
- Ten complimentary entry and ten beverage tickets

Porter Sponsor

\$500

Rich, toasty and chocolatey, Porter beers are a style meant to be savored. Available areas include the Food Truck section as well as our four available lounge & game areas which can be customized to suit your promotional needs. Please inquire for lounge and game area options.

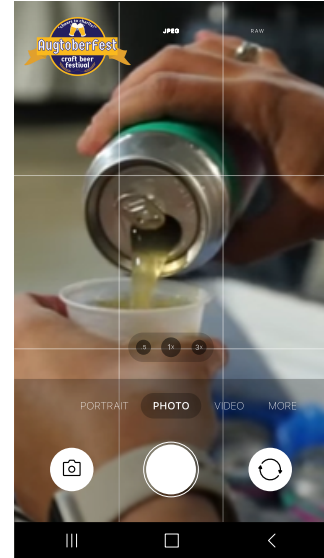
- Logo on Event Webpage
- Corporate signage at the event
- Social Media Recognition
- Five complimentary entry and ten beverage tickets

Pilsner Sponsor

\$250

This sponsorship offers the perfect balance of affordability and visibility - with signs featuring your logo on 2 cocktail conversation tables throughout the event.

- Logo on Event Webpage
- Table signage (2) at event
- Social Media Recognition
- Four complimentary entry and eight beverage tickets



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Yes, we are interested in sponsoring Augtoberfest at the following level:

- ☐ Community Sponsor \$2,500
- ☐ Ale Sponsor \$1,500
- ☐ Lager Sponsor \$1,000
- ☒ Porter Sponsor \$500
- ☐ Pilsner Lever \$ 250

To confirm your sponsorship, please complete the following and return by email to amy@westparklandgas.com

Company/Organization: Stony Tackle Shack

Authorized By (Name): David Stitt Title: Owner

Billing Address: 5-4504 50st Stony Plain City/Prov.: Alberta PC: T7Z 1L5

Phone: 780-968-6094 Email: David@Stonytackleshack.ca

Signature: David Stitt Date: 03-06-2025

Cheques can be made payable to "West Parkland Gas Co-op" and mailed to: West Parkland Gas Co-op
Box 2187, Stony Plain, AB T7Z 1X7

Credit card payment, please contact Amy Smart, West Parkland Gas Co-op
P: 780-203-5901 Email: amy@westparklandgas.com

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