

5K OKTOBERFEST RUN OCTOBER 21, 2023

A Celebration of German Culture

The German International
School Washington D.C.

German Language Courses



GERMAN
INTERNATIONAL
SCHOOL
WASHINGTON D.C.



8617 CHATEAU DRIVE POTOMAC, MD 20854 WWW.GISWASHINGTON.ORG/RUN

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About German International School Washington D.C.:

The German International School Washington D.C. is a private, co-educational institution with more than 500 students in preschool through 12th grade, set on a quiet campus in Potomac, MD. Representing more than 20 different nationalities, our student body is truly international, united by a shared interest in German language and culture. The only full-time German day school in Washington, we offer rigorous academics in a warm, multicultural setting.

The school has a challenging German curriculum mixed with some American elements. Graduates receive the globally recognized German International Abitur (DIA) as well as a high-school diploma from the state of Maryland. We have two academic focus areas: foreign languages and science. Students gain fluency in at least two languages and achieve mastery of biology, chemistry, and physics.

Our teachers prize critical inquiry, teaching students how—not what—to think. On graduation, they are prepared to enter any prestigious university worldwide.

The German International School is accredited by the German Ministry of Education and Maryland Department of Education. Our German curriculum is based on that used in the state of Thuringia, known for its high academic standards.

On behalf of the German International School Washington D.C., we are delighted to invite you to become a sponsor for our highly anticipated annual 5K / Oktoberfest event. This festive celebration, combined with a certified 5K run, draws in over 5,000 visitors from the DMV area each year. By partnering with us, your business will have a unique opportunity to showcase your support for the local community while gaining valuable exposure among a diverse audience.



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SPONSORSHIP BENEFITS

PLEASE REFER TO THE SPONSORSHIP LEVELS DETAILED BELOW FOR THE ASSOCIATED BENEFITS:



PLATINUM SPONSOR (\$10,000)

- Prominent logo placement on event banners and promotional materials
- Recognition as Primary Event Sponsor during opening and closing remarks
- Large-sized single company logo on center front of race day t-shirt
- An exclusive booth space at the event for showcasing your products/services
- Social media shout-outs and acknowledgments on our official website
- Complimentary VIP passes for you and 20 guests

GOLD SPONSOR (\$5,000)

- Prominent logo placement on event banners and promotional materials
- Recognition as a Gold Sponsor during opening and closing remarks
- Large company logo on back of race day t-shirt
- An exclusive booth space at the event for showcasing your products/services
- Social media shout-outs and acknowledgments on our official website
- Complimentary VIP passes for you and 15 guests

SILVER SPONSOR (\$3,000)

- Logo placement on event banners and promotional materials
- Recognition as a Silver Sponsor during the opening and closing remarks
- Small company logo on back of race day t-shirt
- A booth space at the event for showcasing your products/services
- Social media shout-outs and acknowledgments on our official website
- Complimentary VIP passes for you and 10 guests

BRONZE SPONSOR (\$1,000)

- Logo placement on event banners and promotional materials
- Recognition as a Bronze Sponsor during the opening and closing remarks
- Small company logo on back of race day t-shirt
- A booth space at the event for showcasing your products/services
- Social media shout-outs and acknowledgments on our official website
- Complimentary VIP passes for you and 5 guests

FRIEND OF OKTOBERFEST (\$500)

- Recognition as a Friend of Oktoberfest during the opening and closing remarks
- Social media recognition and acknowledgments on our official website
- 1 Complimentary VIP pass



Sponsorship Opportunities

In addition to providing promotional materials for the runners' packets, you can choose between the following sponsorship options:

Benefits	Platinum (\$10,000)	Gold (\$5,000)	Silver (\$3,000)	Bronze (\$1,000)	Friend (\$500)
Recognition as primary event sponsor	✓				
Company logo on race day T-shirt	Large logo on front	Large logo on back	Small logo on back	Small logo on back	
Company logo on event banner (size according to level of sponsorship)	✓	✓	✓	✓	
Company logo placement on all event promotional materials	✓	✓	✓	✓	
Social media shout-outs and acknowledgements on our official website (online & social media)	✓	✓	✓	✓	✓
Booth or display space to promote business and showcase your products/services (space allocated according to level of sponsorship)	✓	✓	✓	✓	
Complimentary 5K run registration(s)	5	3	2	1	
Complimentary reserved parking for X vehicle(s)	3	2	1	1	1

Honorary Sponsor

As an Honorary Sponsor of the event, your organization will provide gifts-in-kind, such as gift cards, food, drinks, services, and prizes (for runners/raffle/bingo.) Your company logo will be included on our event website linking to your site.

All donations are tax deductible. Company logo (in .eps format) must be received by September 16, 2023 to be included on the race day t-shirt. Please direct all inquiries to Jennifer Precht, Advancement Director at jprecht@giswashington.org