St. Mary's Oktoberfest 2026

Sponsorship Invitation • October 9–11, 2026 • 18th Annual

Dear Friend and Potential Sponsor,

On behalf of St. Mary's Parish, we are pleased to invite your organization to be part of St. Mary's Oktoberfest 2026. Now celebrating its 18th year, Oktoberfest has grown into one of the region's most beloved autumn traditions — drawing thousands of guests to our Alton campus for three days of live German music, authentic food and drink, craft and non-alcoholic beers, a full-service espresso bar, and activities for all ages.

At its heart, Oktoberfest exists to support the students and families of St. Mary's Catholic School in Alton, Illinois. Every dollar raised helps us maintain our 150-year-old church building, fund daily operations at the school, keep tuition affordable, and provide financial assistance to families who need it. A sponsorship of St. Mary's Oktoberfest is a direct investment in Catholic education and in the children of our community.

Last year's event generated $138,000 in total revenue, including close to $40,000 in sponsorships thanks to the generosity of supporters like you — and we are proud to say that this momentum continues to grow each year.

Your sponsorship directly supports:

- St. Mary's Catholic School — teacher salaries, staff, and daily operations
- Tuition assistance for families in need, ensuring every K–8 student can attend
- Roof repairs, HVAC maintenance, and stained-glass preservation for our historic church
- Parish outreach programs serving the greater Alton community

Also Featuring: The St. Mary's 5K Timed Race

Oktoberfest weekend also includes the St. Mary's 5K — a competitive timed race that has grown well beyond the St. Louis metro region, drawing runners from across the Midwest. Sponsor branding reaches not only festival attendees but a dedicated running community through race-day signage, official event t-shirts, and the race website. Ten sponsor yard signs are placed along the course on race morning and then relocated to the festival grounds for the remainder of the weekend, giving top sponsors continuous visibility across all three days.

For sponsors seeking the most prominent race recognition, a sole-title Presenting Sponsor opportunity is available — see the sponsorship form for details.

Response Deadline: Thursday, September 24, 2026

Please return your completed Quick Response Form by September 24, 2026 to guarantee inclusion on all printed materials and banners. In most cases, your name will be typeset exactly as submitted — no logo file is needed. If your organization would like to submit a logo for placement, please send an EPS, high-resolution PNG, or PDF file to 2026sponsor@gmail.com by the same date.

We are deeply grateful for your generosity and your commitment to the children and families of our parish. We look forward to welcoming you as a partner in St. Mary's Oktoberfest 2026.

Sincerely,

Melodee Hughes — Sponsorship Chair
Ryan Downey — Event Chair
St. Mary's Catholic Church, Alton, IL

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St. Mary's Oktoberfest 2026 — Official Sponsorship Form

Business sponsorships • Tribute dedications for loved ones • Auction & raffle donations

Complete the sections that apply to you and return by email or mail. See Section 5 for submission options.

Quick Guide — Jump to What Applies to You:

Business Sponsor
Review Sections 2–7, complete last page

Memorial or Tribute Dedication
Section 3 — open to everyone

Auction / Raffle Donation
Section 4

Questions? Email Melodee Hughes, Sponsorship Chair: 2026sponsor@gmail.com | (618) 465-4284

Section 1 — How to Participate

Ready to commit? Use the Quick Response Form on the last page of this packet.

The final page is a self-contained one-page form that captures everything we need — your name, sponsorship level, payment, and signature. Simply complete it, enclose your check, and mail it in. You do not need to return the full packet.

To submit digitally: print the last page, complete it, scan or photograph it, and email it to the Sponsorship Chair — or pay online at **stmarysoktoberfest.com/sponsors/**

Section 2 — Sponsorship Levels & Benefits

All sponsorship levels include Oktoberfest festival recognition. 5K race benefits are included at the tier levels shown — no separate selection is required. The sole exception is the Presenting Sponsor title, which is an exclusive naming opportunity (see checkbox at the bottom of this section).

☑	Tier & Investment	Included Benefits
☐	**Elite Sponsor** **$5,000+**	• Exclusive top-position Elite banner at the festival • Name in all print publications, parish bulletin, race website & Oktoberfest website • Top placement on the 5K race t-shirt ★ • 10 yard signs on race course, relocated to festival grounds post-race • 8 food & drink vouchers | 8 complimentary race entries • One VIP package • Recognition shout-out from the main stage
☐	**Platinum Plus Sponsor** **$2,000+**	• Exclusive Platinum Plus banner at the festival • Name in all print publications, parish bulletin, race website & Oktoberfest website • Placement on the 5K race t-shirt ★ • 10 yard signs on race course, relocated to festival grounds post-race • 8 food & drink vouchers | 4 complimentary race entries • One VIP package
☐	**Platinum Sponsor**	• Platinum banner at the festival

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☑	Tier & Investment	Included Benefits
	$1,000+	• Name in all print publications, parish bulletin, race website & Oktoberfest website • Placement on the 5K race t-shirt ★ • 4 food & drink vouchers | 2 complimentary race entries
☐	**Gold Sponsor** $500+	• Gold banner at the festival • Name in all print publications, parish bulletin, race website & Oktoberfest website • Placement on the 5K race t-shirt ★ • 2 food & drink vouchers
☐	**Silver Sponsor** $250+	• Silver banner at the festival • Name in all print publications, parish bulletin & Oktoberfest website
☐	**Bronze Sponsor** $100+	• Bronze banner at the festival • Name in all print publications, parish bulletin & Oktoberfest website
☐	**Friends of St. Mary's** Up to $99	• Name in all print publications & Oktoberfest website

Optional Opportunity — 5K Presenting Sponsor $2,000+

Become the sole-title sponsor of the St. Mary's 5K: "[Your Organization] Presents the St. Mary's 5K." Includes top placement on race t-shirts, 10 yard signs on the race course (relocated to festival grounds after the race for full-weekend visibility), pre- and post-race announcements, prominent placement on the race website, and 8 complimentary race entries. Can stand alone or be combined with any festival sponsorship of $2,000 or above. To confirm availability email 2026sponsor@gmail.com to confirm availability. One presenting sponsor per year.

★ **T-shirt name placement** included at Gold ($500) and above. Names are printed as submitted — confirm your preferred name on the Quick Response Form (last page).

VIP Package — included with every sponsorship of $2,000 or above. A dedicated VIP sponsor table will be ready for you at the event to collect your package items.

☐ **Yes — I would like to be named the 5K Presenting Sponsor (sole-title, $2,000 minimum).**

Please contact me to confirm availability and finalize. Festival sponsorship is fully complete without this option.

Section 3 — In Memory / In Honor Dedication Banner

A Place of Reverence at St. Mary's Oktoberfest

Honor the memory of a loved one — or celebrate someone special — with a name on our dedicated In Memory of / In Honor of banner, displayed in a place of prominence and reverence on the festival grounds. All dedications are gathered together on a single shared banner, given a location set apart from commercial signage, so that every name is presented with the dignity it deserves.

You don't need to be a business sponsor to participate — this is open to everyone in our parish community and beyond. Parishioners, families, friends, and neighbors are all welcome.

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$150 per name — all dedications displayed together on a shared banner in a place of honor

Multiple names are welcome — please list each honoree below. Attach an additional sheet if needed.

In Memory of / In Honor of	Name to appear on banner	Your name / contact
☐ In Memory of ☐ In Honor of		
☐ In Memory of ☐ In Honor of		
☐ In Memory of ☐ In Honor of		
☐ In Memory of ☐ In Honor of		

Payment: $150 per name, payable separately from any sponsorship. Make checks payable to St. Mary's Catholic Church and note "Dedication Banner" on the memo line (the small line in the bottom-left corner of your check). Contact Melodee Hughes at 2026sponsor@gmail.com with any questions.

Section 4 — Donate a Prize or Gift Basket (Optional)

Have something to donate for our silent auction or basket raffle? We welcome items of all kinds — gift baskets, experiences, services, gift cards, handmade items, and more. Drop off donations at the parish office or email 2026sponsor@gmail.com to coordinate.

☑	Option	Details
☐	**Donate Items**	Drop off at the parish office.
☐	**Monetary Contribution**	Amount: $_____

Section 5 — How to Submit

Email is preferred — it keeps everything in writing and speeds up confirmation. Mail is equally welcome.

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By Email ★ Preferred

Complete this form digitally and email it to the Sponsorship Chair:

Melodee Hughes — Sponsorship Chair
2026sponsor@gmail.com

Pay online for immediate confirmation:
www.stmarysoktoberfest.com/sponsors/

By Mail or Drop-Off

Mail or drop off this completed form with a check to:

St. Mary's Parish Office
519 E 4th St, Alton, IL 62002

Make checks payable to:
St. Mary's Catholic Church

Section 5 — Artwork & Logo Submission

In most cases, sponsor names are printed exactly as submitted on the Quick Response Form — no logo file is needed. If your organization would like to submit a logo for banner or t-shirt placement, please use the guidelines below.

Logo Submission — Optional:

- If no logo is submitted, your name will be typeset in the event's standard font — this is how most sponsors appear and it looks great.
- To submit a logo: preferred format is EPS vector file. High-resolution PNG or PDF also accepted.
- Please name your file with your organization name (e.g., SmithPlumbing_logo.eps).
- Deadline: Thursday, September 24, 2026. Email directly to the Sponsorship Chair at 2026sponsor@gmail.com.

Important — Printing & Production: All banners, signage, and printed materials for St. Mary's Oktoberfest are produced exclusively through our approved print vendor and coordinated by the event committee. Sponsors are not permitted to produce, order, or supply their own banners or signage. Any materials produced without prior written approval from the event committee will not be displayed and associated costs will not be reimbursed. By submitting the Quick Response Form you agree to these terms.

Section 6 — What Happens Next

Once we receive your completed form and payment, here is what to expect:

Timeline	What to Expect
Upon receipt	Confirmation email sent to the address on this form. Your sponsorship level and recognition details will be noted. Race entry codes emailed upon request — allow 5 business days.
September 24, 2026	Logo artwork deadline. Materials received by this date are guaranteed banner inclusion. If we do not yet have your logo, we will reach out.
September 2026	Sponsor names and logos go live on the Oktoberfest and race websites. T-shirt proof shared with Presenting Sponsor for approval.
October 9–11, 2026	St. Mary's Oktoberfest 2026. VIP sponsors ($2,000+) — a dedicated VIP table will be ready at the event for package pickup.

Section 7 — Tax Information

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Tax Information: St. Mary's Catholic Church is a registered 501(c)(3) nonprofit organization. Your sponsorship contribution may be tax-deductible to the extent permitted by law. Please consult your tax advisor.

Federal EIN: **37-0662578** *(to be completed before distribution)*

St. Mary's Oktoberfest 2026 — Quick Response Form

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Complete this page and mail it in — or print it from stmarysoktoberfest.com/sponsors/ — no need to include the full packet.

Complete the sections that apply, enclose your check, and mail. For the full sponsorship packet see the enclosed pages or visit stmarysoktoberfest.com/sponsors/

A — Your Information

Name or Organization:

Primary Contact:

Phone: **Email:**

Mailing Address:

Address Line 2 (apt, suite, unit, etc.):

City / State / ZIP: **Billing / AP contact (if different):**

B — Sponsorship Level (check one)

Check one. Full benefit details are in the enclosed packet.

☑	Sponsorship Tier	Investment
☐	**Elite Sponsor**	**$5,000+**
☐	**Platinum Plus Sponsor**	**$2,000+**
☐	**Platinum Sponsor**	**$1,000+**
☐	**Gold Sponsor**	**$500+**
☐	**Silver Sponsor**	**$250+**
☐	**Bronze Sponsor**	**$100+**
☐	**Friends of St. Mary's**	**Up to $99**

☐ Add 5K Presenting Sponsor (sole-title naming, $2,000 minimum) — email 2026sponsor@gmail.com to confirm availability before submitting.

C — In Memory / In Honor Dedication Banner

A shared banner in a place of reverence at the festival. Open to everyone — no sponsorship required.

$150 per name — payable separately from any sponsorship.

Type	Name to appear on banner	Your name
☐ In Memory of ☐ In Honor of		
☐ In Memory of ☐ In Honor of		
☐ In Memory of ☐ In Honor of		

Note "Dedication Banner" on your check memo (the small line in the bottom-left corner of your check).
More than three dedications? Attach a separate sheet with the same information — type, name to appear, and your contact.

Mail with check to: St. Mary's Parish Office, 519 E 4th St, Alton, IL 62002 | Checks payable to: **St. Mary's Catholic Church** | Questions? Email: 2026sponsor@gmail.com | Phone: (618) 465-4284

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Complete this page and mail it in — or print it from stmarysoktoberfest.com/sponsors/ — no need to include the full packet.

D — Payment & Signature

Payment Method:	**Total Amount Enclosed:**
☐ Check enclosed (payable to St. Mary's Catholic Church) Check #: _____ ☐ I will pay online at stmarysoktoberfest.com/sponsors/ *(no check needed)*	Sponsorship: $_____ Dedication banner(s): $_____ Other donation: $_____ **Total: $_____**

Name to appear on all materials (banners, publications, website): _____

T-shirt name (if different, 30 chars max): _____ **Billing / AP email (if different):** _____

By signing below I authorize this commitment on behalf of myself or my organization. I understand that all banners and printed materials are produced exclusively by St. Mary's event committee through our approved print vendor. Sponsors may not produce or supply their own signage.

Authorized Signature: _____ **Date:** _____

Print Name: _____

Logo deadline: September 24, 2026. Submit EPS logo file to the Sponsorship Chair by email. Full benefit details in the enclosed packet or at **stmarysoktoberfest.com/sponsors/**

Thank you for your support of St. Mary's Oktoberfest 2026.

Once your sponsorship is confirmed, you will receive a confirmation email. Complimentary race entry codes will be included upon request. VIP sponsors ($2,000 and above) — a dedicated VIP table will be ready for you at the event to collect your package. We look forward to celebrating 18 years of Oktoberfest with you on October 9–11, 2026 — and to supporting the students and families of St. Mary's Catholic School.

Know someone else who would like to sponsor or make a tribute dedication? Extra forms are available at the parish office or at stmarysoktoberfest.com.