



## **Sponsorship Opportunities**

**For Our**

**50 Year Gründungsfest & Fahnenweihe**

**April 5 – 6, 2024**

**Sacramento, California**



## The Alpentänzer Schuhplattler

We're reaching out on behalf of the Alpentänzer Schuhplattler, a local nonprofit group that preserves and celebrates Bavarian and Austrian traditions through authentic music and dancing at community and cultural events throughout Northern California.

Our approximately 30 active members are all volunteers who rehearse and perform for the pure enjoyment of the experience. Nominal fees paid by host organizations are used to help fund our sound equipment, travel, and authentic costumes made for us in Bavaria.



The Alpentänzer Schuhplattler is a section of the Sacramento Turn Verein, a German cultural center founded in 1854 and headquartered since 1925 at the Turner Hall on J Street in East Sacramento, home of the region's largest and most authentic German festivals.

Our group is also a member of the Gauverband Nordamerika, an affiliation of 72 similar clubs created over the past 200 years throughout the US and Canada to honor and share Bavarian and Austrian culture through traditional music, dancing, costumes, and gatherings.



In early April 2024, the Alpentänzer Schuhplattler will observe its 50th anniversary with a weekend

celebration that will share these traditions with our fellow US and Canadian clubs, as well as members of the Sacramento Turn Verein, sponsors, and our special guests.





## A Cultural Tradition

The highlight of our 50<sup>th</sup> anniversary celebration will be the consecration of the Alpentänzer Schuhplattler's new Fahne, or ceremonial flag, currently being produced in a specialized workshop in Bavaria.



The tradition of such flags, or Fahnen, dates to medieval times in Europe, from which time they have served to identify and foster unity within geographic and social groups. There are Fahnen for cities, villages, churches, social clubs, and more.

In modern Bavaria, every significant institution proudly maintains its own Fahne, some of which are hundreds of years old. The Fahne is raised and flourished during key celebrations

such as annual festivals and member weddings or funerals. It is carefully displayed in club facilities throughout the year.

In keeping with this tradition, most of the clubs in the Gauverband Nordamerika have such a Fahne that is displayed and preserved according to time-honored custom.

Each Fahne is custom designed for the institution it represents, with one side depicting the purpose and activities of the group, while the other side reflects its location. Text elements reinforce these themes, including the group's founding year and motto.

Production of Fahnen, though aided today by some digital tools, remains an artisanal process



executed by highly skilled craftspeople with decades of experience using the finest silks, velvets, and threads to look and last as they should. There are only a handful of workshops in Bavaria that produce Fahnen.





## Our Request

Growing decade by decade from a tiny dancer group, the Alpentänzer Schuhplattler is today one of the largest and most vibrant in the western region of the Gauverband Nordamerika. And we are one of only a few that performs with a full Bavarian band – including two alphorns – to entertain our audiences.

After many years of building a fund with saving from our performance fees, the Alpentänzer Schuhplattler decided that our 50<sup>th</sup> anniversary was the perfect time to upgrade from our simple printed banner to a more formal and traditional Fahne that reflects our long history and vibrant activity.



Members of our group spent countless hours researching imagery, layout, colors, and mottoes to create a distinctive design befitting this cultural tradition and representing our unique location and structure.

As is customary for such major capital projects, our members

are now tasked with reaching out to contacts like yourself, who may find this project worthy of a donation to help close the gap in the total cost to produce, ship, and consecrate the new Fahne at our April 2024 celebration.







## To Show Our Appreciation

While the Alpentänzer Schuhplattler has not yet achieved the level of resources or impact to secure 501(c)3 tax status to make gifts tax deductible, we are a certified 501(c)4 public benefit nonprofit and have budgeted for six tiers of recognition and exposure opportunities to show our appreciation for your support.

### Golden Poppy Sponsors of \$100 or more will receive

Acknowledgement as a sponsor in and on:

- The celebration Festbuch, a full-color keepsake with text, tributes, event program, and supporter information
- The Alpentänzer Schuhplattler website
- Event signage displayed throughout the celebration weekend
- A permanent medallion banner to be displayed with the Fahne at the Sacramento Turn Verein

### Valley Oak Sponsors of \$500 or more will receive

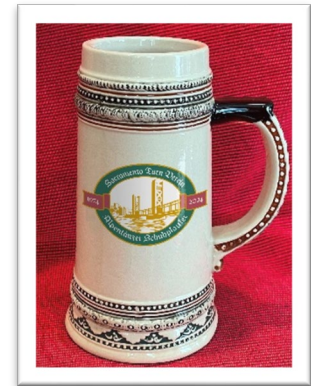
All acknowledgement conferred to Golden Poppy Sponsors, as well as

- A quarter-page ad in the keepsake Festbuch
- One commemorative half-liter stoneware Bierkrug

### Turner Hall Sponsors of \$1,000 or more will receive

All acknowledgement conferred to Golden Poppy Sponsors, as well as

- A quarter-page ad in the keepsake Festbuch
- One commemorative half-liter stoneware Bierkrug
- One ticket to the Gala Dinner Dance following the Fahne consecration



### Tower Bridge Sponsors of \$3,000 or more will receive

All acknowledgement conferred to Golden Poppy Sponsors, as well as

- A half-page ad in the keepsake Festbuch
- Two commemorative half-liter stoneware Bierkrüge
- Two tickets to the Gala Dinner Dance following the Fahne consecration

### Capitol Dome Sponsors of \$5,000 or more will receive

All acknowledgement conferred to Golden Poppy Sponsors, as well as

- A full-page ad in the keepsake Festbuch
- Four commemorative half-liter stoneware Bierkrüge
- Four tickets to the Gala Dinner Dance following the Fahne consecration

### A single Fahnenträger Sponsor of \$10,000 or more will receive

All acknowledgement conferred to Golden Poppy Sponsors, as well as

- A full-page ad in the keepsake Festbuch
- Eight commemorative half-liter stoneware Bierkrüge
- Eight tickets (a full table, with sponsor identification) to the Gala Dinner Dance following the Fahne consecration
- An exclusive Fahnenträger photo opportunity at Gala, with framed portrait to follow



## Fahnenweihe Festbuch Advertising

In addition to the sponsorship opportunities listed above, we welcome your support through placement of advertising in our celebration weekend souvenir program, or Festbuch. This full-color keepsake will include text, tributes, event program, and supporter information that will keep it in attendees' hands throughout the weekend's activities and beyond.

Please consider placing a message recognizing your business, organization, or personal connection to help support and celebrate this special event. All ads should be supplied in PDF format at the sizes specified below:

- Full-page: 7.5" wide x 10" high \$200
- Half-page: 7.5" wide x 4.75" high \$100
- Quarter-page: 3.5" wide x 4.75" high \$50



Please make out check for sponsorship and/or ad placement to:

STV Alpentänzer Schuhplattler  
3349 J Street  
Sacramento, California 95816

Questions about Festbuch ads may be directed to [treasurer@alpentanzer.com](mailto:treasurer@alpentanzer.com).

**Festbuch ad artwork and payment are due March 1, 2024.**

**Vielen Dank!**

