

27. Gaufest

18612 Colston Ct.
Leesburg, Virginia 20176



Reach us online:

DCGaufest2019@gmail.com
www.DCGaufest2019.com

Dear Business Owner,

We would like to invite you to take part in a unique marketing opportunity. Over the July 4 weekend in 2019, the Alt Washingtonia Schuhplattler Verein, a 501-C3 nonprofit organization, will host 1,500 fellow performers at the Washington Hilton for a national convention of Schuhplattling clubs. During the four-day event, families from across the US and Canada will come together and celebrate the culture of Bavaria, Germany and the Alpine regions. This includes dancing, yodeling and singing, making music, and the general sharing and teaching of information. One might refer to groups such as ours as a living museum, working to preserve traditions that date back to the 1800's.

Please consider becoming an event sponsor. As a sponsor, your company will be promoted to our 1,500+ attendees before and during the event, which is called the Gaufest. You may choose to give money towards a particular aspect of our fest or to provide general funds to support the overall event. Because of our status as a 501-C3, any money given in sponsorship would be tax deductible.

Many families will also stay in the DC area for vacation before and/or after the event. Your business can help make their stay in our area memorable, stress-free and enjoyable. We would love to introduce a new clientele to your business and help to promote you.

We ask that you look through the attached papers that will tell you more about what Alt Washingtonia does and what the Gaufest is about. In addition, our sponsorship levels are attached to show you how we will promote your business and interests. Lastly, you will find attached a form that you can fill out and send to us, to let us know what level of sponsorship you are interested in.

If you have any questions about our organization or event, please feel free to email DCGaufestads@gmail.com. In addition, check us out at our event website DCGaufest2019.com, or at our social media. You may also be interested in the website for the umbrella organization of which we are a part—Gauverband.com. Here you can see photos and information from previous Gaufests.

Thank you for taking the time to look into this sponsorship opportunity. We look forward to hearing from you.

Sincerely,

Melissa Rife

Monika Jansen

Co-chairs of the Gaufest 2019 Sponsorship Committee

Alt Washingtonia (501-c3 Employer Identification Number: 52-1771708)

27. Gaufest Sponsorship Levels

	Platinum Sponsor \$2000+	Gold Sponsor \$1000	Silver Sponsor \$500	Bronze Sponsor \$250	Contributor \$150
Sponsor will be given ad space in the Festbook given to all attendees. Sizes vary by sponsorship.	Full Page Ad Space	Full Page Ad Space	Half Page Ad Space	Quarter Page Ad Space	Listed as contributor in the back of Festbook
Logo Representation on banners at the Gaufest	Individual standing banner for sponsor at a chosen event	Large Logo on banner placed near on-site vendors	Small Logo on banner placed near on-site vendors	—	—
Logo Representation on social media outlets, such as Facebook, Twitter	Large logo on Gaufest website and Gaufest social media sites	Large logo on Gaufest website and Gaufest social media sites	Medium logo on Gaufest website and Gaufest social media sites	Small logo on Gaufest website and Gaufest social media sites	—
Company flyer/ coupon included in the individual information bags given to each attendee of Gaufest	X	X	—	—	—
Inclusion on the DC Gaufest's Website for "Local Recommendations" for restaurants, attractions, "for kids", stores, in the area	Top listing on recommendation Website and subject tab	One of top listing on subject page of website	Listing on Website	Listing on Website	Listing on Website



How to become a sponsor:

Please feel free to contact our Planning Committee at DCGaufest2019ads@gmail.com and let us know you would like to build a partnership with us. We will send you a form to share your information and what level of sponsorship you are interested in.

Also find us on social media:
Facebook: @DCGaufest2019
Twitter: @DCGaufest2019

27. Gaufest Festbook Ad Prices

If you are not interested in becoming a sponsor of the Gaufest, but would still like to find a way to support it, consider simply placing an ad in the Festbook. This book is a guide to the entire event, holds ads for almost all individual dance groups who are part of the Gaufest event, and also serves a souvenir for all those who attend.

One Festbook is provided to each attendee who buys a ticket to the Gaufest as part of their information bag. However, they are usually kept well beyond the event and serve as a memento.

That means your ad lives on beyond our event for many years.

	Size of Ad	Non-Member Price
Full Page	8 X 10.5	\$350
Half Page	8 X 5.25	\$250
Quarter Page	4 X 5.25	\$150
Booster	Name listed on Booster page	\$25



27. Gaufest Marketing Committee

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2019 Gaufest Sponsorship Application

Company Name:	Company Address:	
City:	State:	Zip Code:
Company Phone Number:	Company Website (for use in recommendations page):	
Point of Contact Name:	Point of Contact Email Address:	
Point of Contact Phone Number:	Point of Contact Alternate Phone Number:	

My company is interested in the following type of Sponsorship:

_____ Platinum _____ Gold _____ Silver

_____ Bronze _____ Contributor

My company will be sponsoring the Gaufest for the following amount of money: _____

Thank you for your interest in sponsoring the 27th biannual Gaufest event. We look forward to working with you. Please sign below to certify that you are committed to providing the above amount in support of the Gaufest Events Committees and the Gaufest event. No promotional materials will be created or drafted until sponsorship payment has been provided. Please make checks out to "Alt Washingtonia Gaufest 2019" and send all payments to the address in the letterhead. In signing this sponsorship application, your company also commits to providing logo and any necessary ad material within 90 days of submitting payment for use in all marketing provided for your sponsorship. Companies will be provided a proof of all marketing before it is printed.

Printed Name: _____ Signature: _____

Date: _____

"Alt-Washingtonia" Schuhplattler Verein



Who is Alt Washingtonia ?

The main mission of the Alt Washingtonia Schuhplattler Verein is to stand as a living museum to traditions, music, and dancing that have been passed down through generations since the 1800's. While they entertain crowds at events around the DC Metro area, it is most important to them to teach their audiences a piece of a culture they may never otherwise know, while also reminding Bavarian and Austrian citizens of a childhood culture they may have long left behind. They strive to find a balance between performing and teaching that creates the optimal experience for anyone who sees them.

The history of the Alt Washingtonia Schuhplattlerverein dates back to the 1950's when Dave Rosenberg, a Navy leader brought his love for sharing culture to Washington, D.C. At the time, Rosenberg worked in President Eisenhower's People to People program, which taught cultural instruction to Armed Forces personnel about to deploy overseas. Once in DC, he joined the DC International Folk Dance Club, where he met Rudy Poelsterl, someone who shared his passion for celebrating culture.

Through the International Folk Dance Club and membership in another Bavarian folk dance club, Poelsterl and Rosenberg began to focus their interest on the traditional Schuhplattling or "shoe slapping" done in the Bavarian region of Germany and

the Tirolean region of Austria. With the addition of several other families with connections to this region of the world, the two officially formed Alt Washingtonia in 1978. Beyond their Schuhplattling and traditional partner dances, Alt Washingtonia specializes in a variety of musical numbers, from cowbell ringing to yodelling. They are also known among other Schuhplattling groups for their large number of Alphorn players.



Alt Washingtonia's line of Alphorn players lines up before a performance.

Throughout the 1980's the club blossomed and performed for large crowds at traditional events, including numerous performances at Max Blobb's Bavarian Biergarten-- the home of first official American Oktoberfest. Over the years, they have performed everywhere from the White House and the Cherry Blossom Parade to the Smithsonian Institution Folk Life Festival and the Australian Embassy and to the DC Nationals Baseball Stadium to the Munich Oktoberfest itself. As a 501-C3 organization, they have also performed at schools, for Girl Scout troops, and at community festivals in an effort to spread what the Bavarians call "Gemuetlichkeit" or "the warm feeling of being together with those you enjoy the most."

In its' current form, Alt Washingtonia is comprised of over 60 members, ranging in age from 1 year old (and already plattling) to into their 80's (and still entertaining). They continue to grow, integrate new members and teach anyone who is interested in learning.

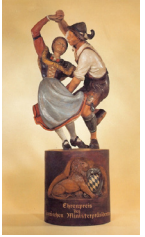
Alt Washingtonia founders Dave Rosenberg and Rudy Poelsterl



The contingent of members that respresented Alt Washingtonia at the 2017 in Buffalo, New York

What is the Gauverband and the Gaufest?

In 1965, Dave Rosenberg and Rudy Poelsterl were among those who brought together all the Schuhplattler groups from around the US and Canada to create a parent organization called the Gauverband Nordamerika. With Poelsterl serving as the first president and Rosenberg as archivist, this organization worked to create strong bonds between the 30 clubs that already existed. As well, although individual clubs held fests in their area, there had long been a dream of hosting one national festival which would gather all the clubs in one location. With the Gauverband Nordamerika formed, this no longer had to be a dream.



In 1967 around 1200 people from all over the US and Canada gathered in New York City for the 1st biannual Gaufest. During the three-day festival, each club displayed an "Ehrentanz", one of the dances they performed, and each evening, they came together to dance, listen to live bands, and share the latest news and projects within their own group. In addition, the Gauverband held a competition called the "Preisplattln" in which groups were eligible to compete with one of several dances and be judged on their technical ability, their synchosity and their overall presentation. The winner of this competition is granted the "Wanderpreis"-- a small statue of a couple dancing-- that was donated from Bavaria.

Since that first Gaufest in Newark, there has been a fest every two years in the summer in locations from coast to coast and even into places like Montreal and Vancouver. Attendance now represents most of the 200 clubs in the Gauverband, reaching near 2000 people and the events have widened to offer more opportunities for learning from other groups and observing what is done in other regions. Not only has the Group Preisplattln continued. There is also an individual competition (the Einzelplattln) in which single couples are divided into age groups, judged and ranked-- men on the precision and technique of their plattling and women on their spinning. The newest addition to the competitions came when the decision was made to also have a "Jugend" division, in which children between the ages of 6 and 15 are also able to receive scores for their individual dancing. Because most dancers pass down these traditions to their own children, many of the youth in the Gauverband have been plattling and dancing as long as they have been walking. Events like the Jugendeinzelplattl allow them a great learning opportunity.



Members of the Montreal Verein snap whips in rhythm during the Heimatabend.. The Peitschen are one of the most popular things to see at the Gaufest.

While competition is a big part of the current Gaufest, the more important aspects are those in which clubs are able to share their specialties and knowledge. Friday night hosts a "Heimatabend"-- a show comprised only of traditional musical acts from Bavaria and Tirol. Saturday is filled with workshops on things like playing the alphorn, how to sew traditional Tracht (clothing), teaching Bavarian songs, and playing a type of accordion called the Button-box Accordion. The club from Montreal even hosts a workshop to teach about how they use bull whips as a musical instrument.

Saturday night sees host to the most formal event, in which all attendees put on their formal Festtracht, complete with chains across the bodice and flowers adorning the blouse. Each club is represented in a parade of flags to open the banquet, and groups get the chance to perform for the entire crowd at once. Most importantly, though, the banquet is the chance to reunite with good friends you only get to see every two years. It is the chance to feel completely at home and safe with roughly 2000 of your closest friends. It is the chance to make new friends and new connections. Simply put, it is the chance to enjoy Gemütlichkeit and learn all at the same time.



A couple competes in the Jugendeinzelplattl at the Buffalo Gaufest



Adam Levine teaches a workshop on folk songs during the 26. Gaufest.



From 1973 to 2018: DC hosts again

In 1973, Washington DC played host to the 4th Gaufest at the Washington Hilton. At the time, Rudy Poelsterl was Beverages Manager at the hotel. Now, 45 years later, Alt Washingtonia is bringing the Gaufest back to DC. In fact, it will be held once more at the Washington Hilton, this time with a new generation of leaders many of whom were children at that Gaufest in 1973.

In order to put on the most successful Gaufest and to truly show off the wonder that is DC, Alt Washingtonia is looking for partners to sponsor their cultural event. Between hosting bands for each evening to providing good food for the event to providing beer to adult attendees throughout the entire weekend, there are many expenses attached to such a fest. Alt Washingtonia is striving to make this experience not just a fest, but a possible longer vacation for all those who venture to the Gaufest. As a sponsor, your organization's name and brand will be spread to all attendees for future use and reference. By sponsoring our Gaufest, Alt Washingtonia will spread knowledge of you to a new clientele.