



ARIZONA CENTER FOR GERMANIC CULTURES, INC.

Scottsdale, August 6, 2007

Dear Members and Friends!

Once again, planning and organizing the upcoming annual Phoenix Oktoberfest is in full swing and this year's event promises to become even more successful than the inaugural Oktoberfest held in 2006. We continue our relationship with Warsteiner, the queen of beers, represented by Republic National Distribution Company and we again welcome Lufthansa German Airlines as one of our major sponsors.

But with our sights set on increasing public awareness of the only authentic Oktoberfest in Phoenix we have engaged the services of Field Works Events & Marketing, a company which has successfully organized many similar events in Arizona, several Western States and Canada.

And while the framework is set for another exciting day at Margaret T. Hance Park in Downtown Phoenix we are inviting sponsors to come forward and participate in this festival and use this opportunity to market their products and services to 3000 future customers. We offer vendor spaces, advertising programs and exhibit areas all designed to make your marketing efforts pay off. We encourage especially companies and businesses with a German component, may it be ownership, product palette, or services to become involved as our intentions are to showcase the availability of German products and services in the Greater Phoenix area.

Of course the focus of this Oktoberfest in the Park is the German heritage, and culture which we bring to the event with 2 bands from Germany, great German beers and wines and all typical German food you would expect such as bratwurst, schnitzels, roasted chicken complete with all the trimmings – potato salad, sauerkraut, pretzels and even apfelstrudel, baked by our German food vendor, Kaffeekuchen Restaurant and Café.

The organizer of this authentic Phoenix Oktoberfest is the Arizona Center for Germanic Cultures, Inc., a 501(c)3 not for profit corporation founded in 2005 and representing people of Germanic roots, mostly from German speaking countries, such as Germany, Austria and Switzerland. All proceeds will be used to advance the plan to establish a Germanic Center of Heritage and Innovation which will showcase the contributions the Germanic people have contributed to the American way of life.

Welcome to Phoenix Oktoberfest 2007! Please contact us to tell us your plans and set up a meeting mutually beneficial for your organization and the Arizona Center for Germanic Cultures.

Wolfgang J. Klien  
President, AC4GC

Christine Colley  
Chair, Oktoberfest Committee

[www.phoenixoktoberfest.com](http://www.phoenixoktoberfest.com)  
[www.ac4gc.org](http://www.ac4gc.org)  
16033-109 E Primrose Drive Fountain Hills, AZ 85268