



Prost! Be Part of the 2026 Glens Falls Oktoberfest Celebration!

To Our Local Businesses & Community Partners,

It's almost that time of year again—lederhosen, bratwursts, polka beats, and the unmistakable sound of steins clinking in celebration. We're gearing up for one of Glens Falls' favorite fall traditions: **OKTOBERFEST 2026!**

Event Details:

Saturday, September 26

12:00 PM – 3:00 PM

Glen Street, Downtown Glens Falls – Hosted by the Glens Falls Collaborative

This lively fall street festival brings the community together for an afternoon of live music, seasonal food and drinks, local vendors, family-friendly fun, and plenty of reasons to raise a glass.

We'd love to have you involved as a vendor or sponsor this year. Whether you're looking to show off your delicious fall flavors, share your handcrafted goods, support the arts, or simply connect with the crowds, Oktoberfest is the perfect opportunity to reach hundreds of attendees in one of the most celebrated events of the season.

- Booth spaces for local craft beverage producers and food vendors
- Sponsorship packages with marketing and visibility perks
- Fun, interactive ways to bring your brand into the Oktoberfest experience

This is more than just a festival—it's a celebration of community, creativity, and connection. We'd love for you to be a part of it.

If you're interested in reserving your spot or learning more about how to get involved, reach out today! Read on to see our vendor and sponsorship options.

Cheers & see you downtown!

The Glens Falls Oktoberfest Committee

Stephanie Ottino

Shawn Weinberger

Questions? Contact:

sottino@thequeensburyhotel.com

shawnw@keena.com



Scan to visit website and sign up for sponsorship or vending
www.glensfallscollaborative.com/oktoberfest



Vendor & Sponsorship Opportunities

Event Date: Saturday, September 26, 2025

Time: 12:00 PM – 3:00 PM

Location: Downtown Glens Falls

Hosted by the **Glens Falls Collaborative**

Sponsorship Levels



Stein Level – \$1,000

- Top-tier logo placement on signage and marketing materials
- Featured in social media promotions
- Acknowledged in press releases and email campaigns
- Free vendor space at the event
- Opportunity to distribute marketing materials onsite



Bratwurst Level – \$500

- Logo on signage and marketing materials
- Included in social media promotions
- Free vendor space
- Opportunity to distribute marketing materials



Pretzel Level – \$250

- Mention in social media promotions
- Recognition on event signage
- Free vendor space



Vendor Only – \$125

- Vendor space only (no sponsorship recognition)



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Vendor Info & FAQs

- **NYS BEER & CRAFT BEVERAGE PRODUCERS:** must provide proof of liquor license and apply for a **One Day Alcohol Event Permit / Special Event Permit** through the NYS Liquor Authority so you can sell by the glass.
 - We will provide the Landlord Authorization Form required for the application as well as the [map of Glen Street](#).
 - One Day Alcohol Event Permit for Beer/Wine/Cider/Liquor = [APPLY HERE](#)
- **GLENS FALLS MOBILE FOOD UNIT PERMIT:** this application is required if you are serving any food/beverage and you do NOT have a brick-and-mortar location in the City of Glens Falls.
 - Fee = \$25 weekly or \$100 annual
 - The updated application can be accessed [HERE](#).
 - If you have any questions or need assistance with the application process, please contact Megan Nolin, City Clerk, at cityclerk@cityofglensfalls.com.

- **CERTIFICATE OF INSURANCE:** we require a Certificate of Insurance naming both The Glens Falls Collaborative and the City of Glens Falls as additional insureds.

The City of Glens Falls: 42 Ridge Street, Glens Falls, NY 12801

The Glens Falls Collaborative: PO Box 825, Glens Falls, NY 12801

The participant shall maintain the following minimum limits of insurance:

General Liability – \$1,000,000 per occurrence, \$2,000,000 aggregate

Products/Completed Operations – \$2,000,000

- **What is included with my space?**
 - 10x10' space on Glen Street
 - Vendors are responsible for providing their own tables, tents, chairs, ice and displays.
- **What time is set up?**
 - Setup begins at **10:30 AM** and must be complete by **11:45 AM**
- **When do I need to sign up by?**
 - Vendor application deadline: **Friday, September 7, 2026**
- **Where can I park?**
 - After checking in to the Glens Falls Collaborative Table and are assigned your spot, you may drive to unload your things. **ALL CARS must be off Glen St by 11:30am.** There are various [public parking](#) options in downtown.
- **Where will my booth be located?**
 - If you are a Glen St business, you will be assigned a spot in front of your store front.
 - If you are from outside of Glen St, you will be given a map with your location. Set up is in the parking spaces on Glen St, NOT THE SIDEWALK. Each space will have a cone with a sign that has your name on it.