RED RIVER CHAMBER OF COMMERCE

Red River Oktoberfest 2026

Press & Sponsorship Kit

21st Annual · October 9–11, 2026 · Brandenburg Park, Red River, New Mexico

Contact: Naoma STaley, CEO · 575-754-2366 · naoma@redriverchamber.org

YOUR OPPORTUNITY: Partner with Red River Oktoberfest

We'd like to invite you to become a sponsor of Red River Oktoberfest, New Mexico's largest Oktoberfest.

Sponsorship here isn't one-size-fits-all. From the main stage to the Agricultural Faire, from our glassware program to Red River Strongman, there's a placement that fits nearly any brand, budget, and goal. Every opportunity puts your name in front of thousands of guests over three unforgettable days in the mountains.

The enclosed Featured Experiences Sponsorship Menu lays out every option in detail. We'd love to walk you through it and help you find the fit that makes the most sense for you.

Sponsorship Opportunities

Red River Oktoberfest offers a full menu of sponsorship experiences, each putting your brand in front of a different part of the festival, and a different part of our audience. Whether you're looking for broad, festival-wide visibility or a spotlighted feature tied to something specific, there's an opportunity built for you.

Full pricing and benefits for every sponsorship level are detailed in the enclosed Featured Experiences Sponsorship Menu.

Why Sponsor

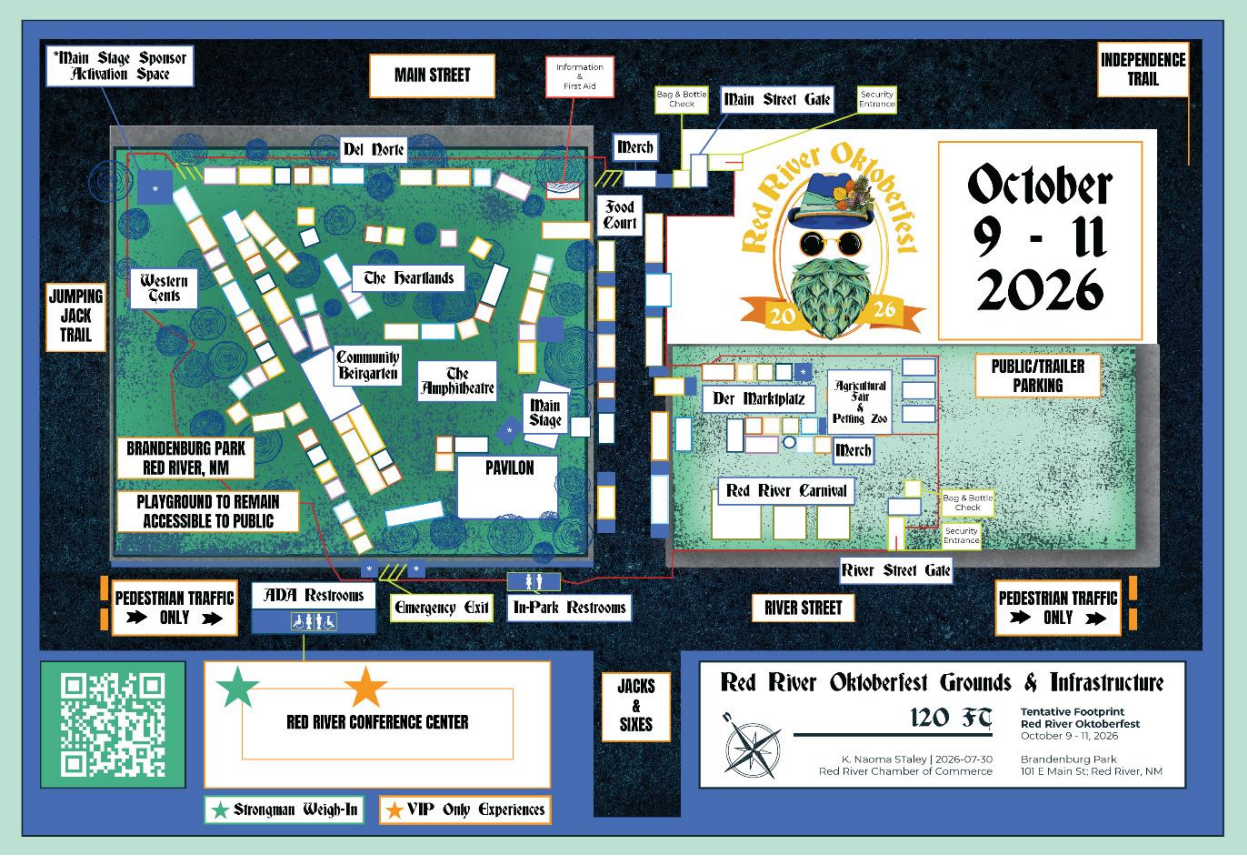
Marquee visibility. Whatever experience you sponsor, your name reaches a crowd that gathers, lingers, and comes back year after year.

Something for every brand. Our sponsorship menu spans the main stage, competitions, food and beverage, and community-focused features, so we can match your brand to the placement that fits best, not force a one-size-fits-all package.

A regional audience. The festival draws roughly 13,900 visits over three days, most from across New Mexico and the surrounding drive markets, Texas, Oklahoma, Kansas, and Colorado.

And we offer association with a celebration that feels organic. Sponsoring Oktoberfest isn't an ad people scroll past. It's your name attached to the music, the competitions, and the best moments of the weekend, remembered warmly long after.

CLICK HERE to view Featured Experiences Sponsorship Levels & secure yours today!



Red River Oktoberfest 2026 footprint with Agricultural Fair & Petting Zoo expansion.

We've got a little bit of everything at our Oktoberfest! Live music, competitions, ceremonies, and the more that keep the whole festival moving.

About Red River Oktoberfest

Now in its 21st year, Red River Oktoberfest returns to Brandenburg Park October 9 through 11, 2026. Founded by the Red River Chamber of Commerce in 2005, it is the largest Oktoberfest in New Mexico and one of northern New Mexico's largest fall destination events. Set at 8,750 feet in the Sangre de Cristo Mountains, it pairs New Mexican and Bavarian tradition fusions, live music, artisan vendors, and a full slate of competitions, with its main stage and live music at the heart of the celebration.

Festival by the Numbers

2025 was the festival's strongest year yet. (From Placer.ai visitation data)

- 13,900 multiple-festival-day visits in 2025, from roughly 11,100 individual visitors.
- Steady growth: 10,400 visits (‘23); 11,700 (‘24); 13,900 (‘25), ~34% growth over 2 years.
- About 2.5 hours avg visit length so sponsors earn real time with guests.
- 90-plus vendors across food, drink, and artisan goods.

View from Main Stage, Stein Holding Contest right in front of the main stage.

What you could be a part of

Red River Oktoberfest is built from dozens of moments worth sponsoring: live music on the main stage; the Red River Strongman competition; the Agricultural Faire; our commemorative glassware program; and more. Each is a chance to put your name where guests are already looking, cheering, and making memories.
The enclosed Featured Experiences Sponsorship Menu details every opportunity, so you can see exactly where your brand fits best.

2025 Bratwurst Eating Competition

Dancing during Lederhosen Junkies set

The Audience

Red River Oktoberfest draws the region's biggest and most enthusiastic festival crowd. Guests arrive early and stay late, moving through the vendor grounds, the stage, the competitions, and the Agricultural Faire across all three days. The festival draws roughly 13,900 visits over three days from about 11,100 visitors.

Our crowd splits roughly evenly between women and men and is drawn from three core segments: festival and culture seekers, adventurous socializers, and active fall travelers. Most travel in from across New Mexico and the surrounding drive markets. Wherever your sponsorship lives within the festival, it reaches a regional audience worth the investment.

Where Visitors Come From

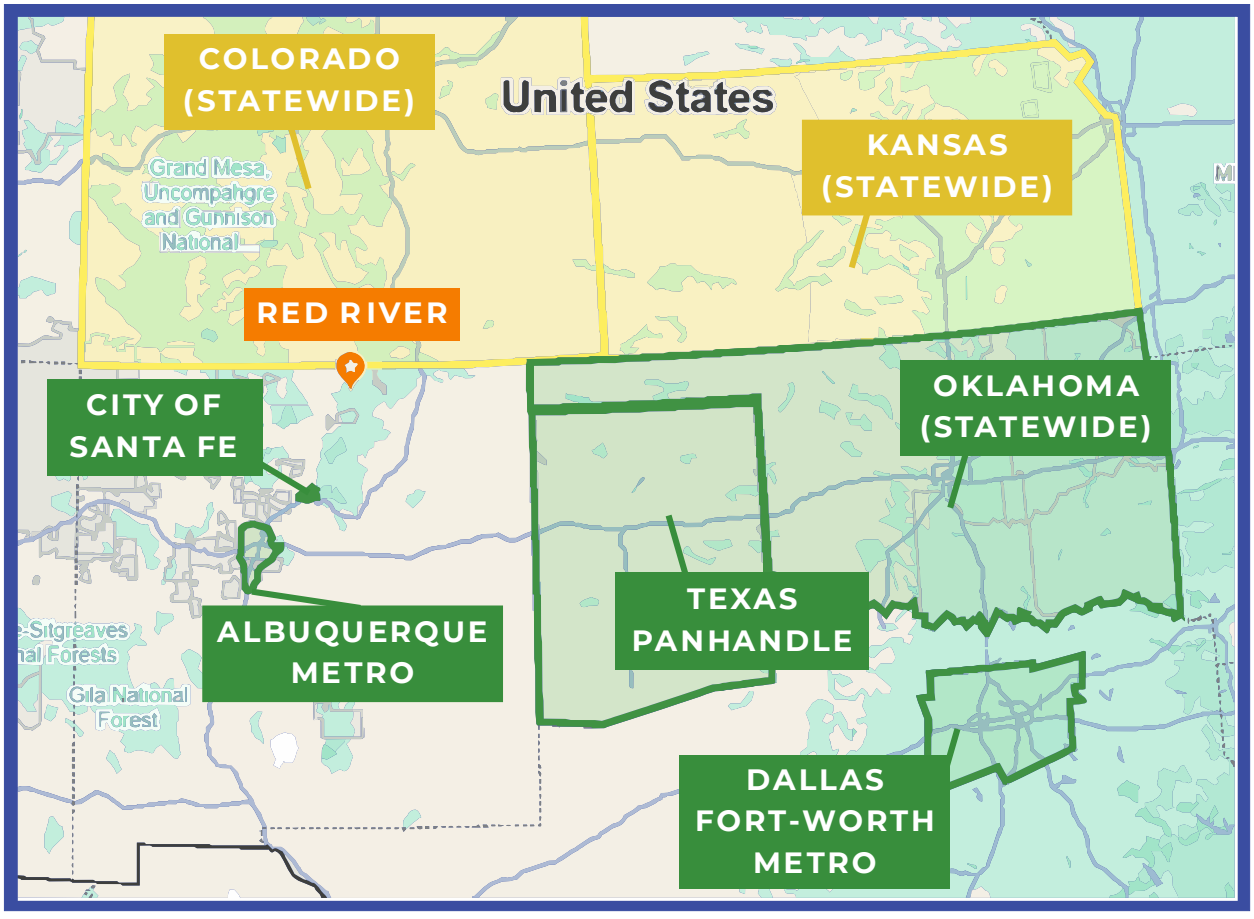
Red River Oktoberfest draws overwhelmingly from out of the local area, across the region's core drive markets. Shares below reflect 2025 visitor origin data.

94% of attendees are from five main drive markets

- Albuquerque metro
  - Albuquerque, Rio Rancho, Los Lunas, Belen - 17.2%
- Texas Panhandle + East
  - Amarillo & Canyon - 10.8%
- Oklahoma (statewide) - 9.2%
- Dallas–Fort Worth metro
  - Fort Worth, Denton, Dallas, Plano - 6.6%
- City of Santa Fe - 5.9%

Honorable Mentions

- Kansas (statewide) - 4.8%
- Colorado (statewide) - 3.0%



What Happens at the Festival

Three days of live music, fusion New Mexico and Bavarian traditions, artisan vendors, and signature competitions:

- Red River Strongman competition, women's and men's divisions.
- Bester Bart beard-and-mustache competition.
- Bavarian Binge bratwurst eating competition.
- Oktoberfest Royalty Tournament featuring the Junge Adelige youth contest and the König & Königin Bavarian King and Queen contest.
- Bavarian Barn Raisers judged beer competition.
- Yodel & Yip pet costume contest, and vendor booth awards across five categories.
- New this year: a VIP Tier, Agricultural Fair, and Petting Zoo celebrating Taos County's ranching heritage.
- Live music by the Lederhosen Junkies and DJ Luisa.

Marketing & Media Reach

- Third-year recipient of the New Mexico True Effective Grant Support (NMTEGS) Ponderosa package, the state's cooperative marketing support that extends our reach across New Mexico and beyond.
- More than $26,000 in advertising funding this year through Taos County Lodger's Tax grants, our third consecutive year of that support, dedicated to promoting the festival across the region.
- Social media: 6,700 Facebook followers, with posts averaging roughly 54,000 views during Oktoberfest.
- Radio: KTAOS FM and LMNOC Broadcasting.
- Digital: Edible New Mexico's newsletter, The Bite.
- Regional advertising across New Mexico, Texas, Oktahoma, Kansas, and Colorado.

Fast Facts

Event	Red River Oktoberfest, 21st Annual
Dates	October 9–11, 2026 (Indigenous Peoples' Day weekend)
Location	Brandenburg Park, Red River, New Mexico
Setting	8,750 ft, Sangre de Cristo Mountains
Founded	2005
Host	Red River Chamber of Commerce
2025 attendance	13,900 visits from ~11,100 visitors
Catchphrase	The Celebration Continues
Tickets (2026)	redriverfestivals.ticketspice.com/2026-red-river-oktoberfest
Information	redriverchamber.org

Contact

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Find us on Social Media:

Red River Chamber of Commerce

Red River Oktoberfest

Red River Strongman

About the Chamber: Red River Chamber of Commerce is a 501(c)6 Non-Profit organization that serves the businesses and visitors of Red River, New Mexico. Through year-round advocacy, member services, and signature festivals, the Chamber strengthens the local economy and promotes Red River as a premier mountain destination. All memberships and sponsorships tax deductible.