



2023 Sponsorship Information

~~PRESENTING PARTNER \$4,800 (1 available) Thank you, Allied First Bank!~~

~~Be the star of the snow by bringing this beloved Christmas event back to Oswego.~~

- ~~• Event title: 2023 Oswego Christmas Walk-Through, A Stroll Down Main Street, presented by [YOUR BUSINESS], on all online and print materials~~
- ~~• Two :30 radio commercial played from PA system at Main Stage and DJ, each, during the event~~
- ~~• Thank you during tree-lighting ceremony by Village President or his representative~~
- ~~• Three (3) promotional social media posts in conjunction with event promotion~~
- ~~• Short promotional social media posts in conjunction with event promotion~~
- ~~• Front page listing in printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons~~
- ~~• Prominent inclusion in event press release~~
- ~~• Full, first interior page ad in Oswego News Village Newsletter, distributed to 14,000 Oswego households~~
- ~~• Logo inclusion in up to three (3) e-newsletters in conjunction with event promotion to 4,800 subscribers~~
- ~~• A 10' x 20' prominently placed booth space on Main Street (tent provided by sponsor)~~

~~Thank you, TR Miller Heating,
Cooling and Plumbing!~~

~~MAIN STAGE SPONSOR \$3,500 (1 available)~~

~~This year's Christmas Walk is going to be hopping with a range of high-energy Christmas music performed by a variety of different musicians.~~

- ~~• 10' banner with your business name across the front of the Main Stage with stage renamed after your business~~
- ~~• Thank you via the public announcement system to your business after each performance group (min. of five (5); including one from Village President~~
- ~~• Half page ad in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons~~
- ~~• Half page ad in the Oswego News Village Newsletter, distributed to 14,000 Oswego households~~
- ~~• Inclusion in a minimum of two (2) weekly e-newsletters in conjunction with event promotion to 4,800 subscribers~~
- ~~• Two (2) promotional social media posts in conjunction with event promotion/Main Stage entertainment~~
- ~~• One (1) prominent 10' x 10' booth space next to featured activity (tent provided by sponsor)~~

~~HAPPY HOLIDAYS IN OSWEGO SPONSOR \$3,000 (1 available)~~

- ~~• Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons~~
- ~~• Half page ad in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons~~
- ~~• Half page ad in the Oswego News Village Newsletter, distributed to 14,000 Oswego households~~
- ~~• Banner recognition atop the 10' x 10' illuminated Information Booth named after your business~~
- ~~• Two (2) social media posts in conjunction with event promotion driving patrons to pick up the event program in this location~~
- ~~• One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)~~

~~Thank you, Air Dynamics
Heating & Cooling!~~



INFLATABLE SPONSOR \$2,000 (2 available)

- Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons
- "Brought to you by" signage displayed adjacent to inflatable for over 4,500 patrons to see
- Four (4) live public announcements directing patrons to your business' inflatable
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

LIVE REINDEER SPONSOR \$2,000 (1 available)

- Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons
- "Brought to you by" signage displayed on two sides of live reindeer pen for over 4,500 patrons to see
- Exclusive rights to give out reindeer headbands at event (headbands provided by sponsor)
- Four (4) live public announcements directing patrons to live reindeer
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

Thank you, Baird & Warner and Sewer Sharks!

ICE SCULPTOR SPONSOR \$2,000 (1 available)

- Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons
- "Brought to you by" signage in front of ice carving demonstrations for over 4,500 patrons to see
- Four (4) live public announcements directing patrons to live demos
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

MAIN STREET SPONSOR

\$1,500 (Several available)

- Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons
- Signage along Main Street with over 20,000 impressions
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor & interactive activity provided by sponsor required)

Thanks, Oswego Area Chamber & Brian and Sons Heating and Air Conditioning!

BUS SPONSOR (TRANSPORTATION TO/FROM OSWEGO HIGH SCHOOL TO EVENT)

\$1,250 (2 left)

- Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event and onsite to 3,000 patrons
- One (1) banner on side of bus making 4 hours-worth of trips to/from Oswego High School to event
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

Thank you, Baxter & Woodman and Earthmover Credit Union!

CANDY CANE SPONSOR

\$2,000 (1 available)

- Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event and onsite to 3,000 patrons
- Exclusive rights to give out candy canes at the event (candy canes provided by sponsor)
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

Thank you, Physician's Immediate Care!

COSTUMED CHARACTER SPONSOR

\$1,000 (1 available)

- Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons
- Visit from a minimum of eight (8) costumed characters to take photos with patrons at your booth, each for 10 minutes, over a period of four hours
- "Sponsored by your business" logo sign on both sides of parade float
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

Thank you, The Brant at Oswego!

TREE-LIGHTING SPONSOR \$1,000 (1 available)

Annual tree-lighting ceremony includes a dramatic Charlie Brown script performed by costumed characters, complete with a feel-good message for the holidays, carols sung by high school choirs, and the official flipping of the switch!

- Your company's identity will be written into the dramatic script.
- Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons
- One (1) double-wide lawn sign at base of tree with your logo through December
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

Thank you, Hennessy's River View Ford!

JINGLE BELL SPONSOR \$800 (1 available)

- Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons
- Exclusive rights to give away jingle bells to attach to patrons' shoes during the event (jingle bells and pipe cleaners provided by sponsor)
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

Thank you, Metronet!

COMMUNITY ENTERTAINMENT ZONE

SPONSOR \$800 (2 available)

Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons

- "Brought to you by" signage in front of one of two community entertainment zones featuring dancers and choirs from local and surrounding communities
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

Thank you, Pet's Home & Fox Metro Water Reclamation District!

VOLUNTEER SUPPORT SPONSOR

\$800 (1 available)

- Logo recognition and thank you in the printed and digital Christmas Walk program distributed prior to event date and onsite to 3,000 patrons
- Logo inclusion on volunteer T-shirts
- "Thank you for supporting our volunteers" signage in front of the library and adjacent to train station
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

Thank you, The Learning Experience!

CUSTOM & IN-KIND SPONSORSHIPS

Don't see a partnership opportunity in line with your marketing and community engagement goals? Contact us to customize a sponsorship that meets your needs. We also craft in-kind sponsorships for companies that offer lights, decor, portable restrooms and any other products or services that would add to the spirit of this beloved community event! We would appreciate the opportunity to discuss ways in which we can help market your business and showcase your products and services through our events program.

How to Sponsor

Contact Event Manager Julie Hoffman at jhoffman@oswegoil.org or 630-551-2344 for a contract. Return your contract and payment by **5 p.m. on Thursday, Nov. 2, 2023.**

