

## 2022 Sponsorship Information

### PRESENTING PARTNER \$4,800

*Be the star of the show by bringing this beloved Christmas event back to Oswego.*

- Event title: 2022 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
- Promotional GIF video including costumed character at your business
- 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)
- One (1) promotional event banner with your logo on each side of a public works snowplow during the December 14 CAREEvan throughout Oswego neighborhoods

*Thank you,  
Allied First Bank!*

### 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)

*Thank you,  
Xfinity!*

### 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,  
First Place Rental!*

### TRAIN 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
- Signage on the Christmas Walk trackless train that winds up and down three blocks on Main Street for over 4,500 patrons to see
- Four (4) live public announcements directing patrons to train
- One (1) prominent 10' x 10' booth space at event (tent provided by sponsor)

*Thank you,  
Byline Bank!*



## **INFLATABLE SPONSOR \$2,000 (3 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)

*Thank you, Baird & Warner!*

## **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)

## **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)**

*Thank you, Oswego Area Chamber of Commerce*

- 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)

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

*\$1,250 (4 available)*

- 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, Physicians Immediate Care!*

## **CANDY CANE SPONSOR**

*\$1,000 (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)

## **COSTUMED CHARACTER SPONSOR**

*\$1,000 (1 available) Thank you, Metronet!*

- 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, Hennessy's Riverview Ford!*

## **FREE-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)

## **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, Waubensee Community College!*

## **COMMUNITY ENTERTAINMENT ZONE**

*\$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
- "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, Fox Metro Water Reclamation Dist.*

## **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)

## 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](mailto:jhoffman@oswegoil.org) or 630-551-2344 for a contract. Return your contract and payment by **5 p.m. on Wednesday, Nov. 2, 2022.**

