



73 W. Van Buren St., Oswego, IL 60543 \* 630-554-3505 \* info@oswegochamber.org

Hello -

With 2021 rapidly approaching, so too is our “Oswego Hometown Expo”, which is slated for April 17<sup>th</sup>. Our 2021 Expo will run from 9:00 a.m. to 3:00 p.m and we are at a new location – The Kendall County Fairgrounds. This location allows us to have indoor and outdoor areas and spread people apart. We will again have electronics recycling & paper shredding at the Expo and more.

For the last few years we featured our sponsors on more than 75,000 printed ads prior to the expo; including in over 50 radio ads on WSPY and in all of our display ads in the Record Newspapers. For the last four years we’ve increased our Facebook campaigns and done an insert into the Record newspapers. That advertising brought out an estimated 2000+ people to the 2020 Expo for our sponsors to meet face-to-face. Again this year we will be doing Google ads both for both sales and to draw people to the event. This alone represents an incredible bargain, but there is more!

Sponsor rates for 2021 will remain the same. A \$1,000 sponsorship will buy you:

- Double size booth in a premium location on the show floor (8’ X 16’ inside/10 x 20 outside)
- Free electricity provided for your booth
- Company logo and information on all marketing material
- Company name mentioned in radio spots on WSPY
- Company name listed on all print advertising (over 75,000 last year)
- Company name listed in all display ads in the Record Newspapers
- Company name and logoed sign at the Expo entrance of the event & on the fence at the Fairgrounds
- Special sponsor name badge for booth personnel
- Logo on tote bag given out at the entrance to event – you may also include a marketing piece in the bag.
- Recognition on the Chamber and Oswego Hometown Expo Facebook pages including 1 boosted Facebook post encouraging people to visit your booth at the Expo
- Special recognition on the Oswego Hometown Expo website.  
([www.oswegobusiness.org](http://www.oswegobusiness.org)).

Don’t miss out on this incredible marketing bargain. Please call the Oswego Chamber office today, 630-554-3505, while it is fresh on your mind, and reserve your sponsorship package for our 2021 Oswego Hometown Expo to be held in **APRIL**.

We look forward to hearing from you and seeing you at the Expo.

Sincerely,

Angie Hibben, IOM  
President/CEO  
Oswego Chamber of Commerce

What our exhibitors are saying: - *“This was our first event and we received more leads at this 5 hour event than we did at a 3 day event in another Expo.”*

*“2017 was our most successful year yet at the Expo.” And “What a great day we had at the Expo. The reception from everyone who visited our booth was extraordinary.”*