



# VENUE 1012

Be seen. Be present.  
Be a part of our community.



## 2024 Venue 1012 Event Season

- A full summer of high quality community events for every audience
- More than 12,000 people attended
- A full summer of high quality events for every audience
- Expected attendance growth through program recognition and marketing
- Diverse array of entertainment and program types to attract all audiences

## Why should your business be at Venue 1012?

**404,067**

Population in a  
10 mile radius

**\$114,820**

Average household  
income

**36.7**

Average  
age

**3.1**

Average  
household size

**\$4.9B**

Consumer spending  
in 10-mile radius



## Interested in joining us?

Contact Events Manager Julie Hoffman at [jhoffman@oswegoil.org](mailto:jhoffman@oswegoil.org)

# Sponsorship opportunities

## **Naming Rights Sponsor: Negotiable**

- Minimum commitment of four (4) consecutive seasons
- Venue 1012 renamed after your business for four (4) event seasons
- Creation of new venue logo incorporating your brand
- Name recognition on venue sign off Orchard Rd. (Size of logo to be determined based upon ordinance specifications)
- Prominent venue name on stage
- Prominent logo inclusion on street-level venue entrance and exit sign
- Press release to media announcing the partnership
- Prominent venue logo inclusion in all summer/fall event series promotions
- Prominent venue logo inclusion in all formal Venue 1012 correspondence (i.e. sponsor solicitation; ticket confirmations, staff and volunteer communications, etc.)
- Prominent venue logo inclusion on Village website (oswegoil.org/events) and Venue1012.com
- Prominent venue logo inclusion on all printed and digital tickets for Village-produced events (Note: not all events are ticketed)
- Prominent venue logo inclusion in weekly e-newsletter reminders about upcoming Venue 1012 events
- One (1) prominently placed 10' x 10' booth space at all Venue 1012, Village-produced events
- Minimum of 20 complimentary tickets to all Venue 1012 Village-produced ticketed events, with early entrance privileges for best seating (ideal for employee recognition or corporate entertainment)
- Promotional give-away opportunities at all Venue 1012 Village-produced events (Promotional items to be pre-approved and provided by sponsor).

## **Presenting Sponsor: \$17,500 (1 available)**

- Name of Venue 1012 Event Series: "{Your business}'s Event Series" "...presented by" inclusion in concert advertising/promotions
- Prominent logo inclusion on Village of Oswego events page and Venue1012.com home and sponsor pages
- Prominent logo inclusion on printed event series rack card with distribution of 3,000+
- Logo inclusion on print and digital tickets for four (4) ticketed events
- Logo inclusion in bi-monthly Village e-news reminders to 5,000+ subscribers
- Logo inclusion on two (2) pole banners on either side of stage for all Village-produced concerts
- One (1) Main Stage PA acknowledgment at the beginning of each Village-produced Venue 1012 event
- One (1) 10' x 10' booth space at all Venue 1012 Village-produced events to promote products/services (tent provided by sponsor)

## **Beverage Sponsor - Venue 1012 Concert Series**

Outside beverages are not permitted at most Venue 1012 events. Our Beverage partners will receive exceptional exposure, especially with the events taking place in the warmest months of the season!

## **Domestic Beer & Seltzer Sponsor: \$5,000 (1 available)**

- Logo inclusion on Venue1012.com sponsor page
- Exclusive domestic products sold throughout the event season at Venue 1012; Note: Alcoholic beverages will not be sold at Movies Under the Stars
- Prominent signage at beverage tent showcasing products being served
- Logo inclusion on event series rack card with distribution of 3,000+
- Logo inclusion on all printed and digital tickets for four (4) ticketed concerts

## **Non-Alcoholic Beverage Sponsor: \$5,000 (Multiple available)**

- Logo inclusion on Venue1012.com sponsor page
- Exclusive products sold throughout the event season at Venue 1012
- Prominent signage at beverage tent showcasing products being served
- Logo inclusion on event series rack card with distribution of 3,000+
- Logo inclusion on printed & digital tickets for four (4) concerts

## **Venue Support Sponsor: \$3,800 (4 available)**

- Logo inclusion on Venue1012.com sponsor page
- One (1); 10' x 10' booth space at eight (8), village-produced concerts; four (4) ticketed and four (4) free events
- Promotional give-away opportunities at four (4), agreed-upon, Village-produced events (promotional items provided by sponsor)
- One (1); 8' w x 4' h full-color banner prominently displayed at ten (10) Village-produced events

## **Souvenir Cup Sponsor: \$2,500 (10 available)**

- Logo inclusion on Venue1012.com sponsor page
- Logo inclusion on all souvenir cups sold throughout the season; Note: Other company logos will also be included adjacent to your logo

## **Fence Line Banner Sponsor: \$2,500 (10 available)**

- Logo inclusion on Venue1012.com sponsor page
- One (1) 8' w x 4' h full-color banner prominently displayed at ten (10) Village-produced events at Venue 1012 (banner provided by sponsor)

## **Souvenir Cup & Fence Line Banner Combo Sponsor: \$4,000**

## **Movies Under the Stars: 2 Featured Films \$1,250 (4 available)**

- Logo inclusion on Venue1012.com sponsor page
- 10' x 10' booth space at each of two (2) movies on the big screen
- Two (2) :30 PA Announcement before movie
- Optional logoed giveaways at each movie
- Reserved seating for up to 20 guests at each movie

## **Community Engagement Sponsor: \$750/ Free Concert or \$1,000/Ticketed Concert**

- Logo inclusion on Venue1012.com sponsor page for a period of one (1) week leading up to concert date
- One (1) 10' x 10' booth space to engage audience and market products and services

## **Optional add-on for any of the above packages: \$450**

- Logo inclusion in one (1) Village ticket confirmation e-mail including event date, times, parking info, etc. to ticketed patrons for one (1) event

## **Package Customization**

Customized packages available. Let's talk about your marketing goals and how we can best put your your business in front of thousands of people this summer and fall!

## **Interested?**

**Contact Events Manager Julie Hoffman  
at [jhoffman@oswegoil.org](mailto:jhoffman@oswegoil.org)**