

Welcome to the first Agricultural Society of Oswego County Fall Festival!

We have high hopes that our inaugural event will be a huge success and one we will repeat for many years to come. The 2021 ASOC Fall Festival runs Friday, October 1 (5-9pm), Saturday, October 2 (10-9pm), and Sunday, October 3 (10-3pm). We are excited to announce that Ontario Amusements will be providing the rides and “fair fare.” There will be fireworks on Saturday night, food from the Lacona Fire Department and the Sandy Creek Grange as well as other food vendors, activities for the youngsters, and pumpkins, cornstalks, scarecrows, and apples galore.

Winona Creek is co-hosting our Craft & Vendor Show! The Craft & Vendor Show is “officially” 10-6pm on Saturday and 10-3pm on Sunday, but crafters & vendors (exhibitors) are welcome to set up ahead of time and operate Friday, 5-8pm and extending Saturday until 8pm at no additional charge! (Buildings will close promptly at 8pm each night). Please see the attached rules for setup/teardown and operation requirements.

A new feature Winona Creek is adding is the “Fall Festival Passport”: each day of the Festival, attendees can obtain a free passport with a list of featured exhibitors with the goal to visit each one listed and get their passport stamped or punched. Completed passports can then be entered into hourly drawings for a gift certificate to a featured exhibitor. Each exhibitor is asked to provide a \$10 gift certificate for their products or services. This is a sales tool to help you during the event – it ensures foot traffic through the buildings and outside exhibitors and brings a customer back to your booth for a sale. When an attendee asks you to stamp or punch their passport, you have an opportunity to give them an “elevator pitch” (a brief talk about your products or services). Unlike traditional event requests for a donation in which you may never see the recipient, this opportunity lets you speak to everyone participating *and* you get to meet the recipient as they shop with you. It’s a win-win for each exhibitor! You are welcome to add any restrictions necessary to your gift certificate (i.e., must be redeemed during the festival, may be redeemed at your online site, minimum purchase requirement, sales tax not included, etc.) as well as an expiration date. Please send your gift certificate with your application and if you have any questions, please let me know. You must provide a small stamp or punch for your booth.

We are looking forward to receiving your paperwork and having you join us for a fun-filled weekend at the Oswego County Fairgrounds on October 1-3!

Jim Horth
Winona Creek and ASOC Representative
315-591-2078 (cell/text)
winonacreek@twcny.rr.com