3 DAYS • 90,000 PEOPLE

WICKER PARK FEST

2020

JULY 24TH – 26TH, 2020

50+ BANDS • 120+ UNIQUE VENDORS
ART • FASHION • FOOD • FAMILY

SPONSORSHIP OPPORTUNITIES

For more information and a package tailored to your specific needs, please contact:

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Wicker Park Bucktown Chamber of Commerce
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WICKER PARK FEST

Named “Chicago’s Best Street Festival of the Summer” by the Chicago Tribune, Wicker Park Fest is one of Chicago’s top-drawing street parties that includes dozens of live bands, performance art, artists, makers, a Kids’ Fest, and a plethora of local food vendors.

Wicker Park Fest reflects the neighborhood’s rich musical heritage, vibrant nightlife, and acclaimed restaurants. Building on this unique character, the party celebrates the diverse neighborhood, attracting attendees from Gen-Z, Millennials, and Gen-X families who are musically informed, fashion-minded, culturally diverse, and socially conscious. Wicker Park Fest fans are steeped in technology and social media, so our robust online marketing program is built to appeal directly to today’s digital audience.

Wicker Park Fest Vital Information
ATTENDANCE: 90,000 + People
PRESENTER: Wicker Park Bucktown Chamber of Commerce
LOCATION: Milwaukee Ave. from Damen Ave. to Ashland Ave.
DATES: July 24th - July 26th, 2019
TIMES: Fri. 5-10pm, Sat. & Sun. 12-10pm
ACCESSIBILITY: Ready access via CTA Trains & Buses, Driving, Cycling, and Walking

Wicker Park Fest 2019 Median Income $92,102
Wicker Park 2019 Average Household Expenditure $65,927

Wicker Park Neighborhood Demographics
POPULATION: 93,743 Within 5-minute Drive
POPULATION DENSITY: 23,825 People/Sq. Mile
MEDIAN AGE: 32.0
TOTAL RETAIL DEMAND: $1,210,857,956/yr
EATING AND DRINKING DEMAND: $116,900,941/yr
AVG. DAILY AREA CTA BUS RIDERSHIP: 98,167
AVG. DAILY AREA CTA TRAIN RIDERSHIP: 18,198

LONGEST FESTIVAL ON THE NORTHSIDE

SKYROCKETING FESTIVAL ATTENDANCE

HIGH VOLUME SALES GROWTH
EXCELLENT EXPOSURE FOR YOUR BRAND OR BUSINESS!

ON-SITE: As an event sponsor, your business name & logo appear on numerous banners at the event, providing direct exposure to tens of thousands of patrons. Sponsorship gives you the opportunity to interact with, sample, and sell directly to consumers. Visit the WBPC Chamber website for a video showing onsite branding placement at WPF.

PUBLIC RELATIONS CAMPAIGN: Press releases were sent to hundreds of local and national press contacts. With over 130 million media impressions on TV, radio, print, and online, Wicker Park Fest has one of the most successful annual festival PR campaigns ever, with an annual media value well over $500,000!

PRINT AND ONLINE MARKETING: Your logo & name (depending on sponsorship level) appear on a diverse advertising and branding plan for the event, and on the sponsor page of wickerparkfest.com with a link to your website. In 2019, marketing included:

<table>
<thead>
<tr>
<th>WXRT Radio</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>[40] Ad Placements</td>
<td>$14,000</td>
</tr>
<tr>
<td>Do312.com</td>
<td>$8,000</td>
</tr>
<tr>
<td>[2] Direct Emails</td>
<td></td>
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<tr>
<td>Chicago Tribune</td>
<td>$6,000</td>
</tr>
<tr>
<td>Chiago Redeye</td>
<td>$6,000</td>
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<tr>
<td>Billboard Media</td>
<td>$2,000</td>
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<tr>
<td>Intersection Media (CTA Advertising)</td>
<td>$12,000</td>
</tr>
<tr>
<td>[20] Bus Tails</td>
<td></td>
</tr>
<tr>
<td>LAMAR Billboards</td>
<td>$4,000</td>
</tr>
<tr>
<td>WPF &amp; WPBCC Social Media</td>
<td>$10,000</td>
</tr>
<tr>
<td>Dozens of Posts, Videos, &amp; Engagements</td>
<td></td>
</tr>
<tr>
<td>Featured Band Social Media</td>
<td>Priceless!</td>
</tr>
<tr>
<td>Dozens of Shares &amp; Retweets</td>
<td></td>
</tr>
<tr>
<td>Festival Posters</td>
<td>$3,000</td>
</tr>
<tr>
<td>500 Placements</td>
<td></td>
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<tr>
<td>Festival Program Guide</td>
<td>$2,000</td>
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<tr>
<td>15,000 Distributed</td>
<td></td>
</tr>
<tr>
<td>Festival Video Board</td>
<td>$3,000</td>
</tr>
<tr>
<td>Constant exposure throughout festival weekend</td>
<td></td>
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</tbody>
</table>

2019 Sponsors received a direct advertising value of over $70,000!
PRESENTING SPONSORSHIP

- Name with title: “Presented by: Your Company”.
- Category exclusivity.
- Special PR release announcing sponsorship.
- Name announced with festival title in radio spots.
- First-tier logo placement in all event-related printed materials, including fest map.
- Name in title and logo included on fest welcome banner at all entrances.
- Special e-blast or social media post advertising the event with a message from your company.
- Name in title, logo, link, and message from your company on fest website.
- Selling, sampling, display and promotional rights from 10’ x 30’ fully-equipped booth.
- Named sponsor of one (1) stage, promoted in relevant print & digital promotions and on fest website.
- Prominent placement on backdrop banner of one (1) stage.
- First-tier logo placement on sound wing stage banners on two (2) stages.
- Up to thirty (30) 3’ x 5’ banners* onsite.
- Daily passes to VIP activities.
- Alcohol Sponsors: Exclusive Activation & Inclusion in After Party events.

PLATINUM SPONSORSHIP

- Category exclusivity.
- Second-tier logo placement, second only to presenting sponsor, in all print ads, collateral, & online.
- Logo placement in all print advertising, including fest map.
- Logo and link on fest website.
- Selling, sampling, display and promotional rights from 10’ x 20’ fully-equipped booth.
- Named sponsor of one (1) stage, promoted in relevant print & digital promotions and on fest website.
- Prominent logo placement on sound wing stage banners on two (2) stages.
- Up to fifteen (15) 3’ x 5’ banners* onsite, including gate welcome banners.
- Daily passes to VIP activities.
- Alcohol Sponsors: Category-exclusive Shared Activation & Inclusion in After Party events.

GOLD SPONSORSHIP

- Category exclusivity option available.
- Logo placement in all print advertising, including fest map.
- Logo and link on fest website.
- Selling, sampling, display and promotional rights from 10’ x 10’ fully-equipped booth.
- Up to ten (10) 3’ x 5’ banners* onsite.
- Signage on the front of one (1) stage.
- Logo placement on gate.
- Daily passes to VIP activities.
- Alcohol Sponsors: Category-exclusive Shared Activation & Inclusion in After Party events.

SILVER SPONSORSHIP

- Logo placement in all print advertising, including fest map.
- Logo and link on fest website.
- Selling, sampling, display and promotional rights from 10’ x 10’ fully-equipped booth.
- Up to five (5) 3’ x 5’ banners* onsite.

EVENT SPONSORSHIP

- Display and promotional rights from 10’ x 10’ booth.
- Logo and link on fest website.

CONTACT US TODAY FOR CUSTOM PACKAGES!

*Sponsor provides all 3’ x 5’ corporate banners, with grommets on four corners. To be approved in advance.
†Category exclusivity option begins at $15,000.
Payment due in full prior to event.

SPONSORSHIPS START AT $4,000