

WICKER PARK BUCKTOWN

WINTER WONDERLAND



SATURDAY, DECEMBER 6
1:00 PM - 5:00 PM

Sponsorship Opportunities

Family Fun at WPB Winter Wonderland!
Bring the whole family for a holiday adventure in Wicker
Park Bucktown!
Snap Photos with Santa and roast gooey s'mores by the fire.

Hop on the holiday rickshaws and Jolly Trolley to magical
stops like the North Pole and Whoville.

Pick up your Wonderland Map and join the Holiday Grinch
Hunt—find the sneaky Grinch for a chance to win a WPB
shopping spree!

Plus, parents can get holiday shopping done while
supporting local businesses, with special in-store
promotions all along WPB's shopping corridors.

Wrap up the fun with the Wicker Park Holiday Tree
Lighting, proudly sponsored by WPB SSA #33.

It's a night full of holiday magic, tasty treats, and cheer!

Shop Small. Support Local. Celebrate Together.

SSA #33 Wicker Park Tree Lighting



Live Music



S'mores with Santa



Toy Drive



Carolers



Whoville



Photos with Santa



2024 Attendance

12,000 Winter Wonderland on Milwaukee Ave
2,200 at the Wicker Park Tree Lighting

Data pulled from Place.ai



1 trolley - Banners appear
on both sides of the trolley.

EXAMPLE



4 rickshaws signage will
appear on both sides and
back of the rickshaws.

Benefits / Inclusions	Presenting Sponsorship \$5000	Activation Sponsorship \$1000	Event Sponsorship \$500	Premium Member Inclusion* \$100
Business logo on the Jolly Trolley		—	—	—
Business logo on the Holiday Rickshaws				—
Logo featured on activations		ONE ACTIVATION	—	—
Business logo on printed materials (banners & posters)				—
Printed logo on event map distribution at participating retailers, activations, tree lighting				
*Logo on Chamber Event Page (10,000+ visitors/month)			*BUSINESS NAME LISTED	*BUSINESS NAME LISTED
Inclusion in event marketing campaign including, social media – 50K+ followers, newsletter – 8,000+ subscribers				—
Complimentary WPBCC Biweekly Neighborhood Newsletter Ad	1 MONTH	1 MONTH	—	—
Complimentary ad on WPBCC website homepage	1 MONTH	—	—	—

**Premium Member Inclusion is available to Business 1-9 membership*