

3 DAYS • 70,000 PEOPLE

Wicker Park fest

2026



JULY 24TH - 26TH, 2026

**BANDS • UNIQUE VENDORS
ART • FASHION • FOOD • FAMILY**

SPONSORSHIP OPPORTUNITIES

WICKER PARK FEST

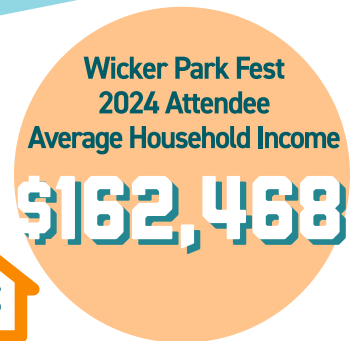
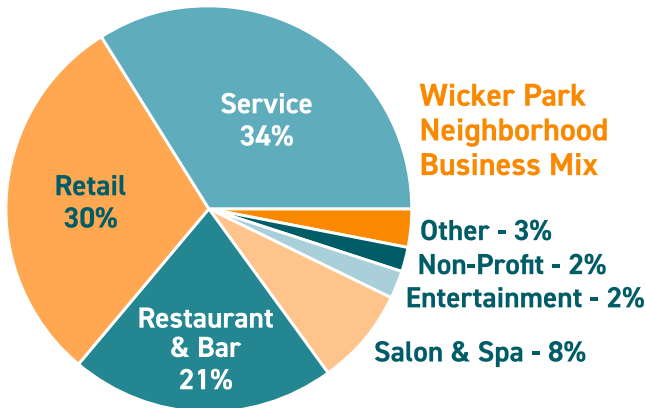
Named “Chicago’s Best Street Festival of the Summer” by the Chicago Tribune, Wicker Park Fest is one of Chicago’s top-drawing street parties that includes dozens of live bands, performance art, artists, makers, a Kids’ Fest, and a plethora of local food vendors.

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.



Photo courtesy of Vladimir Zaitsev Photography

**FEATURING
50+ BANDS
ON 3 STAGES**



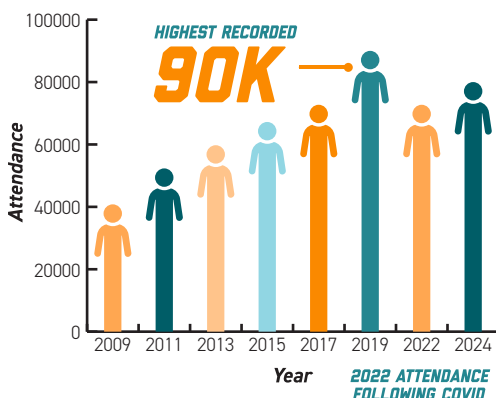
Wicker Park Fest Vital Information

ATTENDANCE: 64,000 + People
PRESENTER: Wicker Park Bucktown Chamber of Commerce
LOCATION: Milwaukee Ave. from Damen Ave. to Ashland Ave.
DATES: July 24th - July 26th, 2026
TIMES: Fri. 5-10pm, Sat. & Sun. 12-10pm
ACCESSIBILITY: Ready access via CTA Trains & Buses, Driving, Cycling, and Walking

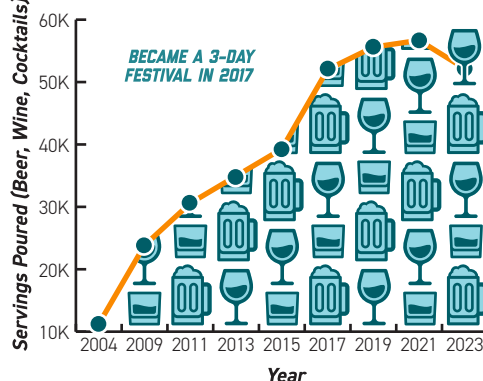
Wicker Park Neighborhood Demographics

POPULATION: 93,743 Within 5-minute Drive
POPULATION DENSITY: 23,825 People/Sq. Mile
MEDIAN AGE: 32
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

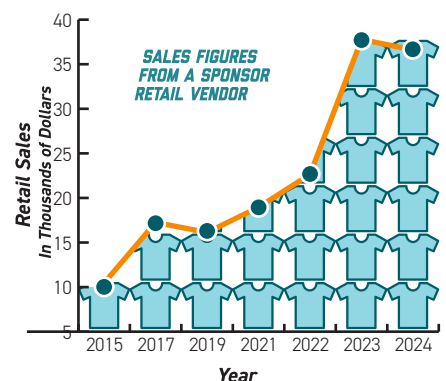
STRONG FESTIVAL ATTENDANCE



HIGH VOLUME CONCESSIONS GROWTH



HIGH VOLUME RETAIL GROWTH





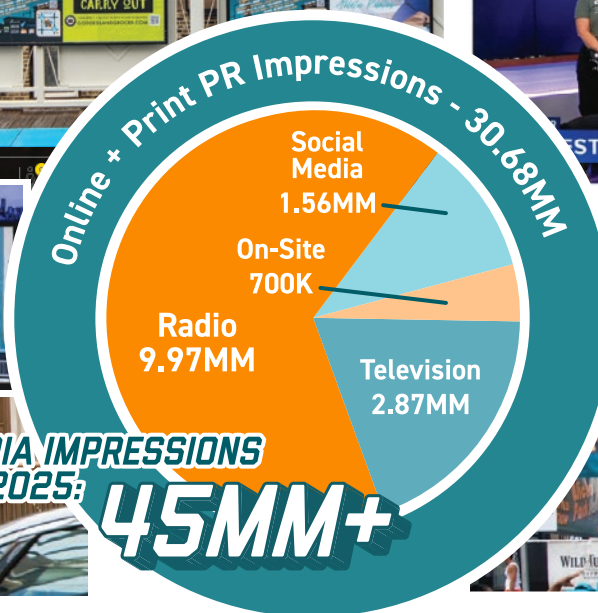
@windycity_chicago
Post Link



@alabamasavannah
Post Link



@Planes_and_plates
Post Link



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 WPB Chamber website for a video showing onsite branding placement at WPF](#)

PUBLIC RELATIONS CAMPAIGN: Press releases are sent to hundreds of local and national press contacts highlighting programming and vendors. More than 45 million media impressions were secured for the 2025 fest through TV, radio, print, and online coverage, amounting to more than \$815,000 in publicity value. Wicker Park Fest maintains a proven track record as one of Chicago's strongest street fest PR campaigns, achieving coverage across all major local news outlets.

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 2024, marketing included features, previews, interviews, and writeups from the following outlets:

ONLINE

- Block Club Chicago
- WBEZ
- Choose Chicago
- CBS
- ABC
- FOX
- NBC
- WGN
- Chicago Sun-Times
- Chicago Tribune
- Axios
- Reader

TV

- ABC TV
- CBS TV
- FOX TV
- NBC TV
- WGN TV
- MSN
- Eater Chicago
- Do312
- Newcity
- Daily Herald
- Rebellious Magazine

SOCIAL MEDIA

- Facebook
- Instagram
- TikTok
- Twitter

RADIO

- WGN
- WBBM
- WLS
- WBEZ

PRINT

- Chicago Sun-Times
- Chicago Tribune



**2025 Sponsors
received a direct
advertising value of
\$815,043!**

- Stereogum
- Chicago Like a Local
- Third Coast Review
- Chicago Star Media
- Mommy Poppins
- And Many More!

ALCOHOL + CANNABIS SPONSOR TIER PRICING

The deliverables listed below are included in each tier.

Please contact us if you would like to discuss a custom package or activation for your brand.

PRESENTING SPONSORSHIP - STARTING AT \$50,000

- 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.
- Sales, 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.

PLATINUM SPONSORSHIP - STARTING AT \$30,000

- 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.
- Sales, 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 preferred placement near gates.

GOLD SPONSORSHIP - STARTING AT \$20,000

- Category exclusivity option available.†
- Logo placement in all print advertising, including fest map.
- Logo and link on fest website.
- Sales, 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 near gate.

SILVER SPONSORSHIP - STARTING AT \$10,000

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

**CONTACT US
TODAY FOR
CUSTOM
PACKAGES!**



*Sponsor provides all 3' x 5' corporate banners, with grommets on four corners. To be approved in advance.

†For Alcohol and Cannabis sponsors, category exclusivity begins at \$20,000.

Payment due in full prior to event.

STANDARD SPONSOR TIER PRICING

The deliverables listed below are included in each tier.

Please contact us if you would like to discuss a custom package or activation for your brand.

PRESENTING SPONSORSHIP - STARTING AT \$40,000

- 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.
- Sales, 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.

PLATINUM SPONSORSHIP - STARTING AT \$20,000

- 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.
- Sales, 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 preferred placement near gates.

GOLD SPONSORSHIP - STARTING AT \$10,000

- Category exclusivity option available.†
- Logo placement in all print advertising, including fest map.
- Logo and link on fest website.
- Sales, 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 near gate.

SILVER SPONSORSHIP - \$7,500

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

EVENT SPONSORSHIP - \$4,000

- Display and promotional rights from 10' x 10' space.
- 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

