

3 DAYS • 70,000 PEOPLE

# Wicker Park fest

2026

JULY 24TH - 26TH, 2026

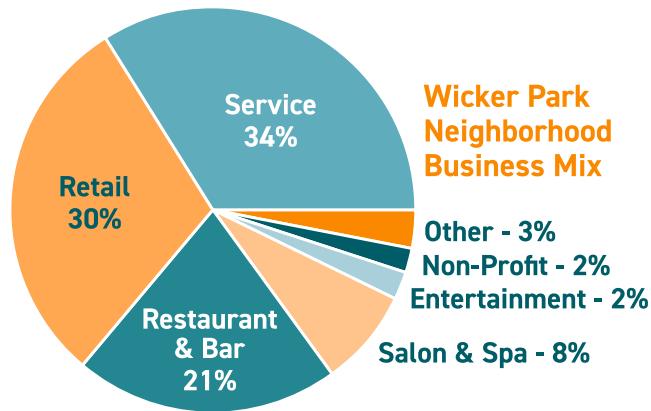
BANDS • UNIQUE VENDORS  
ART • FASHION • FOOD • FAMILY

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.



Wicker Park Fest  
2024 Attendee  
Median Income

**\$114,205**

Wicker Park Fest  
2024 Attendee  
Average Household Income

**\$162,468**

## 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

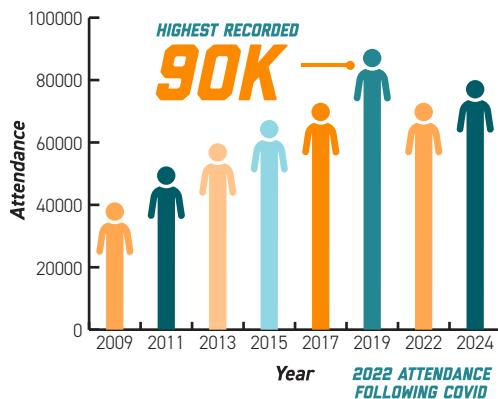
**TOTAL RETAIL DEMAND:** \$1,210,857,956/yr

**EATING AND DRINKING DEMAND:** \$116,900,941/yr

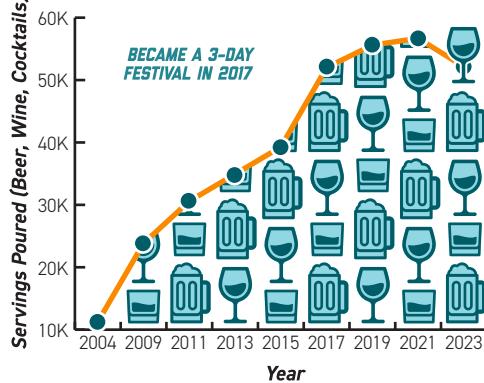
**AVG. DAILY AREA CTA BUS RIDERSHIP:** 98,167

**AVG. DAILY AREA CTA TRAIN RIDERSHIP:** 18,198

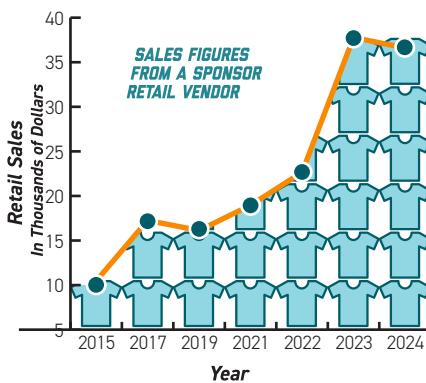
### STRONG FESTIVAL ATTENDANCE



### HIGH VOLUME CONCESSIONS GROWTH



### HIGH VOLUME RETAIL GROWTH





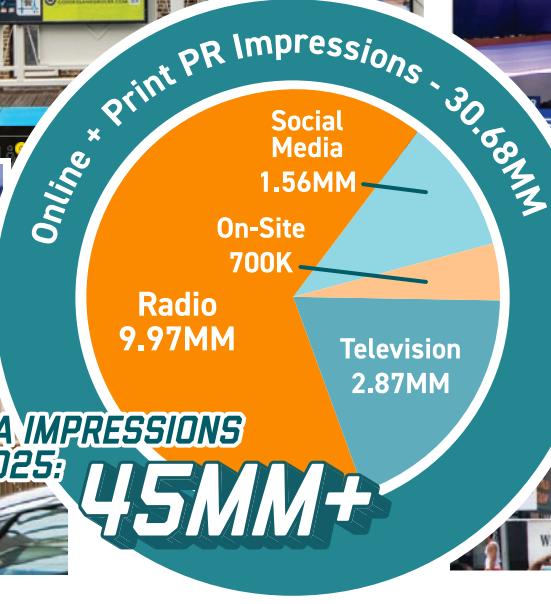
@windycity\_chicago Post Link



@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](http://wickerparkfest.com) with a link to your website. In 2024, marketing included features, previews, interviews, and writeups from the following outlets:

ONLINE	TV	SOCIAL MEDIA	RADIO	PRINT
• Block Club Chicago	• ABC TV	• Facebook	• WGN	• Chicago Sun-Times
• WBEZ	• CBS TV	• Instagram	• WBBM	• Chicago Tribune
• Choose Chicago	• FOX TV	• TikTok	• WLS	
• CBS	• NBC TV	• Twitter	• WBEZ	
• ABC	• WGN TV			
• FOX				
• NBC				
• WGN	• MSN			
• Chicago Sun-Times	• Eater Chicago			
• Chicago Tribune	• Do312			
• Axios				
• Reader				
	• Newcity	• Stereogum	• Chicago Star Media	
	• Daily Herald	• Chicago Like a Local	• Mommy Poppins	
	• Rebellious Magazine	• Third Coast Review	• And Many More!	

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

# 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**

