

**3 DAYS - 80,000 PEOPLE**

**20<sup>TH</sup> ANNIVERSARY**

**Wicker  
Park fest**

**2024**



**JULY 26<sup>TH</sup> - 28<sup>TH</sup>, 2024**

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

**SPONSORSHIP OPPORTUNITIES**



# WICKER PARK FEST

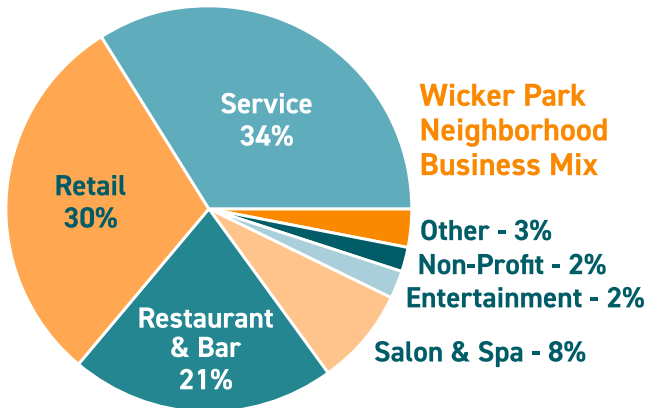
Photo courtesy of Vladimir Zaytsev Photography

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.



**FEATURING  
50+ BANDS  
ON 3 STAGES**



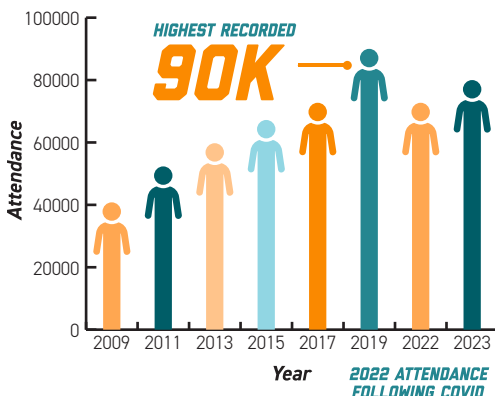
## Wicker Park Fest Vital Information

- ATTENDANCE:** 80,000 + People
- PRESENTER:** Wicker Park Bucktown Chamber of Commerce
- LOCATION:** Milwaukee Ave. from Damen Ave. to Ashland Ave.
- DATES:** July 26th - July 28th, 2024
- TIMES:** Fri. 5-10pm, Sat. & Sun. 12-10pm
- ACCESSIBILITY:** Ready access via CTA Trains & Buses, Driving, Cycling, and Walking

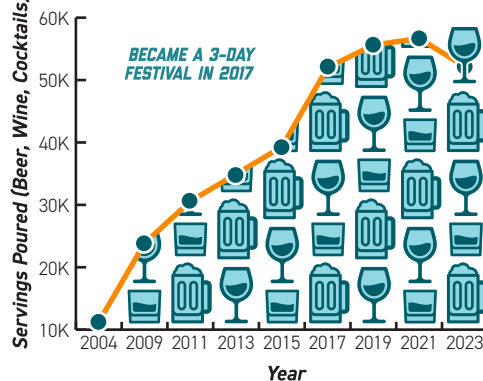
## Wicker Park Neighborhood Demographics

- POPULATION:** 93,743 Within 5-minute Drive
- POPULATION DENSITY:** 23,825 People/Sq. Mile
- MEDIAN AGE:** 32.0
- 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

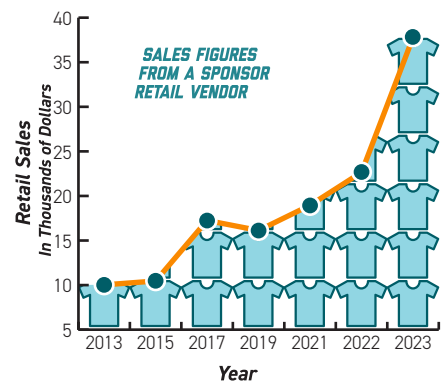
### STRONG FESTIVAL ATTENDANCE



### HIGH VOLUME CONCESSIONS GROWTH

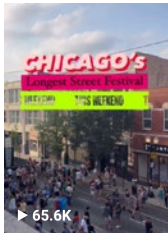


### HIGH VOLUME RETAIL GROWTH





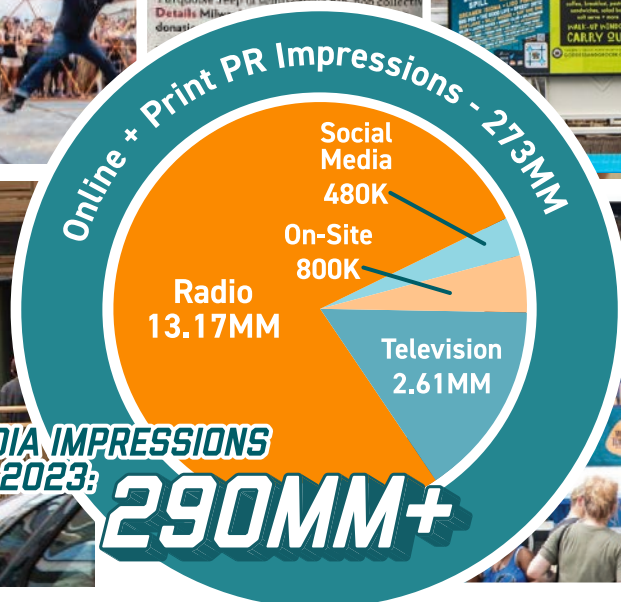
@linder\_surprise  
TikTok  
432.2K Followers



@chicagopescretarian  
Instagram  
66.5K Followers



@thingstodoinchicago  
Instagram  
78.2K Followers



# 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 were sent to hundreds of local and national press contacts. With over 290 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 of nearly \$3,000,000!

**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 2023, marketing included features, previews, interviews, and writeups from the following outlets:

ONLINE	TV	SOCIAL MEDIA	PRINT	RADIO
• Block Club Chicago	• ABC TV	• Facebook	• Chicago Tribune	• WGN
• WBEZ	• CBS TV	• Instagram	• Chicago Sun-Times	• WBBM
• Chicago Magazine	• FOX TV	• TikTok	• Daily Herald	• WLS
• Time Out Chicago	• NBC TV	• Twitter	• Chicago Parent	
• Univision	• WGN TV			
• Do312	• WTTW TV			
• Patch				
• Axios	• Jam Base			
• Newcity	• WCPT			
• Third Coast Review	• CHIRP Radio	• Reflejos	• Chicago Star Media	
• Chicago Eater	• Urban Matter	• Broadway World	• Rebellious Magazine	
• 93XRT	• DEON 24	• Chicago Like a Local	• And Many More!	



## PRESENTING SPONSORSHIP - STARTING AT \$40,000 (\$50,000 FOR ALCOHOL + CANNABIS)

- 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.

## PLATINUM SPONSORSHIP - STARTING AT \$20,000 (\$30,000 FOR ALCOHOL + CANNABIS)

- 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 preferred placement near gates.

## GOLD SPONSORSHIP - STARTING AT \$10,000 (\$20,000 FOR ALCOHOL + CANNABIS)

- 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 near gate.

## SILVER SPONSORSHIP - \$7,500

- 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 - \$4,000

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

\*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. For Alcohol and Cannabis sponsors, category exclusivity begins at \$25,000.

Payment due in full prior to event.

**CONTACT US TODAY  
FOR CUSTOM PACKAGES!**



**SPONSORSHIPS START AT \$4,000**



