

3rd EDITION		CALENDAR SPONSOR CHICAGO 2017		Contact: nsmyth@sponsorchicago.com 312.799.0354	
DATE	EVENT	LOCATION	ATTENDANCE	DEMOGRAPHICS	TYPE
1/1-1/1	New Years Day 5K Run & Walk	Chicago, IL	1,500	Young, active, educated professionals.	Run
1/6-1/6	New Years Lifestyle Fair	Chicago, IL	5,000	A25-54	Expo
1/28-1/29	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
2/25-2/25	Frost Fest	Chicago, IL	5,000+	GLBT	Festival
2/25-2/26	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
3/25-3/26	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
4/29-4/30	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
4/1-4/2	Renegade Craft	San Francisco	25,000	Young, urban professionals	Festival Marketplace
4/7-4/9	The Black Women's Expo	McCormick Place Chicago	50,000	Educated, professional. African American women A25-54	Expo
4/15-4/15	The Chicago Quarter Marathon	Chicago, IL	5,000	Active, health conscious, Military, urban professionals A25-54	Run
4/22-4/22	American Cancer Society- Walk and Roll	Chicago, IL	8,000	Active, health conscious urban professionals A25-54	Run/Walk
4/21-4/22	Salt Lake City Marathon & Lifestyle Expo	Salt Lake City, UT	40,000	Active, health conscious, athletes	Run
4/23-4/23	American Brain Tumor Walk	Chicago, IL	5,000	Active, health conscious urban professionals A25-54	Walk
4/29-4/29	Race to Wireley	Chicago	10,000	Active, health conscious urban professionals A25-54	Run
4/29-4/30	Renegade Craft	Miami, FL	25,000	Young, urban professionals	Festival Marketplace
5/3-5/7	The Lucky 13	Panama City, FL	75,000	Motorcycle enthusiasts: A25-54	Festival
5/13-5/14	Renegade Craft Fair Pop-Up	Chicago, IL	15,000	Urban professionals	Festival
5/14-5/14	Susan G. Komen Race for the Cure	Chicago, IL	15,000	Active, educated, health conscious A25-54	Run
5/20-5/21	Renegade Craft Fair	Austin, TX	10,000	Urban professionals	Festival
6/6-6/7	Greektown Mediterranean Wine Fest	Chicago, IL	10,000	Urban professionals	Festival
TBD May 22 or June 24	San Diego Taco Fest	San Diego, CA	10,000	Millennial and GenX Foodies!	Festival
5/21-5/21	Rockford Marathon	Rockford, IL	2,500	Active, health conscious, athletes	Run
5/19-5/21	Lincoln Park Wine Festival	Chicago, IL	10,000	Upscale, educated Millennials and GenX	Festival
5/27-5/28	Belmont-Sheffield Music Fest	Chicago, IL	40,000	Young urban professionals	Festival
5/27-5/28	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market
6/2-6/4	Do Division	Chicago, IL	60,000	Young urban professionals	Festival
6/2-6/4	Taste of Mexico	Chicago, IL	100,000	General Market & Mexican Foodies	Festival
6/2-6/4	Lincoln Park Greek Fest	Chicago, IL	15,000	Young urban professionals and families	Festival
6/3-6/4	Hyde Park Brew Fest	Chicago, IL	20,000	Upscale, educated, Millennials and GenX; Influencers	Festival
6/10-6/11	Wells Street Art Festival	Chicago, IL	75,000	Educated, upscale, white collar A25-54, art aficionados	Festival
6/17-6/18	Taste of Bollingbrook	Bollingbrook, IL	30,000	Very upscale suburban families	Festival
6/17-6/18	Custer Fair Festival of the Arts	Evanston, IL	100,000	Families	Festival
6/17-6/18	Pridefest	Chicago, IL	110,000	GLBT	Festival
6/17-6/18	Renegade Craft Fair	Brooklyn, NY	70,000	Urban professionals	Festival
6/24-6/25	Chicago Taco & Tequila Festival	Chicago, IL	30,000	Millennials, Foodies	Festival
6/24-6/25	Fountain Square Festival of the Arts	Evanston, IL	50,000	A25-54, upscale art aficionados	Festival
6/24-6/25	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market
6/24-6/25	Renegade Craft	Boston, MA	20,000	Young, urban professionals	Festival Marketplace
7/1-7/3	Eyes to the Skies	Lisle, IL	70,000	Upscale suburban families	Festival
6/30-7/2	Windy City Rib Fest	Chicago, IL	40,000	Foodies	Festival
7/1-7/2	Old School Reunion	Chicago, IL	75,000	Upscale, college educated African American and General Market	Festival
7/4-7/4	Lake Forest 4th of July	Lake Forest, IL	40,000	Upscale suburban families	Festival
7/8-7/9	Burger Fest	Chicago, IL	60,000	Families; foodies	Festival
7/7-7/9	Renegade Craft Fair	Los Angeles, CA	25,000	Urban professionals	Festival Marketplace
7/15-7/16	Streetsville Festival	Chicago, IL	20,000	Urban white collar professionals; Millennials	Festival
7/7-7/9	West Fest	Chicago, IL	40,000	Young urban professionals	Festival
7/15-7/16	Festival Columbiano	Chicago, IL	30,000	Columbian-American families	Festival
7/15-7/16	Renegade Craft Fair	San Francisco	25,000	Urban professionals	Festival Marketplace
7/16-7/16	Chinatown Summer Fair	Chicago, IL	25,000	Asian & General Market Families	Festival
7/21-7/23	Sheffield Garden Walk & Music Festival	Chicago, IL	70,000	Millennials and Gen X families	Festival
7/22-7/23	Renegade Craft Fair	Seattle, WA	25,000	Urban professionals	Festival Marketplace
7/26-7/30	Lake County Fair	Grayslake, IL	100,000	Families	County Fair
7/28-7/30	Black Women's Expo	Atlanta	50,000	Educated, professional African American women A25-54	Expo
7/29-7/30	Taste of Lincoln	Chicago, IL	70,000	Young, urban professionals	Festival
7/29-7/30	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market
7/29-7/30	Renegade Craft Fair	Portland, OR	25,000	Urban professionals	Festival Marketplace
8/4-8/6	Jeff Fest	Chicago, IL	30,000	Families	Festival
8/12-8/13	Northalsted Market Days	Chicago, IL	150,000	GLBT	Festival
8/20-8/20	South Shore Summer Festival	Chicago, IL	25,000	Educated, upscale, African American families	Festival
8/26-8/27	Naperville Wine Festival	Naperville, IL	10,000	Upscale suburban professionals	Festival
8/25-8/27	Taste of Greektown	Chicago, IL	50,000	Young, urban professionals; families	Festival
8/26-8/27	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market
9/1 - 9/4	African Festival of the Arts	Hyde Park, Chicago	250,000	African American families	Festival
9/1-9/4	Naperville Last Fling	Naperville, IL	350,000	Families	Festival
9/2-9/3	Ciders & Sliders	Chicago, IL	20,000	Millennials	Festival
9/8-9/10	Fiestas Patrias (Festival La Villita)	Chicago, IL	100,000	Latino families	Festival
9/8-9/10	Throwback Music Festival	Chicago, IL	20,000	Millennials and Gen X families	Festival
9/8-9/9	Windy City Wine Festival	Chicago, IL	15,000	Upscale Millennials and GenX	Festival
9/9-9/10	Bourbon & Barbecue Festival	Chicago, IL	30,000	Young urban professionals, foodies	Festival
9/9-9/10	Renegade Craft Fair	Chicago, IL	70,000	Urban professionals	Festival Marketplace
9/10-9/10	26th Street Mexican Parade	Chicago, IL	250,000	Latino families	Parade
9/15 - 9/17	Taste of St Louis	St Louis, MO	200,000	Families	Festival
9/16-9/17	Taco Fest	Chicago, IL	50,000	Young, sophisticated, urban professionals	Festival
9/16-9/17	Renegade Craft Fair	Detroit, MI	40,000	Young, urban professionals	Festival Marketplace
9/21-9/23	Black Women's Expo	Washington DC	50,000	Educated, professional African American women A25-54	Expo
9/22-9/23	Cleveland Wine Festival	Indianapolis, IN	5,000	Upscale urban professionals	Festival
9/23-9/23	AIDS Run & Walk	Chicago, IL	4,000	A25-54; GLBT	Run
9/23-9/24	Renegade Craft Fair	Denver CO	40,000	Young, urban professionals	Festival Marketplace
9/29 - 9/30	Indianapolis Wine Festival	Indianapolis, IN	5,000	Upscale urban professionals	Festival
9/29-10/1	Chicago OctoberFest	Chicago, IL	40,000	Urban professionals, families	Festival
9/23-9/24	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market
9/24-9/24	Alzheimer Walk for Life	Chicago, IL	5,500	Educated, white collar, families A25-54	Walk
9/29-9/30	Cleveland Wine Festival	Cleveland, OH	5,000+	Upscale urban professionals	Festival
10/7-10/7	Crypt Run	Chicago, IL	2,500	Upscale, active, young professionals	Run
10/28-10/29	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
10/31-10/31	Northalsted Halloween Parade & Festival	Chicago, IL	30,000	A25-54; GLBT and General Market	Parade
11/18-11/19	Renegade Craft Fair	New York, NY	35,000	Urban professionals	Festival Marketplace
11/18-11/19	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
11/25-11/26	Renegade Craft Fair	Austin, TX	10,000	Urban professionals	Festival
December TBD	Renegade Craft	London, UK	25,000	Young, urban professionals	Festival Marketplace
12/2-12/3	Renegade Craft Fair	Chicago, IL	25,000	Young, urban professionals	Festival Marketplace
12/9-12/10	Renegade Craft Fair	Los Angeles, CA	20,000	Urban Professionals	Festival Marketplace
12/16-12/17	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
12/16-12/17	Renegade Craft Fair	Seattle, WA	10,000	Young, urban professionals	Festival Marketplace
12/22-12/23	Renegade Craft Fair	Portland, OR	10,000	Young, urban professionals	Festival Marketplace
On-Going	Louis Joliet Mall	Joliet, IL	153,000 weekly	A25-54, Suburban families	Mall & Indoor Walkway
On-Going	Chicago Ridge Mall	Chicago Ridge, IL	136,000 weekly	A25-54, Suburban families	Mall & Indoor Walkway

Please visit www.sponsorchicago.com for event / venue descriptions.

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