

1st EDITION	CALENDAR SPONSOR CHICAGO 2018			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
1/10-1/10	New Year's Lifestyle Fair	Chicago,IL	2,500	A25-54	
1/27-1/28	Randolph Street Market	Chicago,IL	7,500	Upscale, educated Millennials and GenX	Festival Market
2/24-2/25	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
3/17-3/17	St Paddys Day Run	Chicago, IL	3,000	Ative, health conscious urban professionals A25-54	Run
3/24-3/25	Randolph Street Market	Chicago,IL	7,500	Upscale, educated Millennials and GenX	Festival Market
4/28-4/29	Randolph Street Market	Chicago,IL	7,500	Upscale, educated Millennials and GenX	Festival Market
4/6-4/8	The Black Women's Expo	McCormick Place Chicago	50,000	Educated, professional, African American women A25-54	Expo
4/20-4/21	Salt Lake City Marathon & Lifestyle Expo	Salt Lake City, UT	40,000	Active, health conscious, athletes	Run
4/21-4/21	American Cancer Society- Walk and Roll	Chicago, IL	10,000	Active, health conscious urban professionals A25-54	Run/Walk
4/22-4/22	American Brain Tumor Walk	Chicago, IL	5,000	Active, health conscious urban professionals A25-54	Walk
5/1-5/7	The Lucky 13	Panama City, FL	75,000	Motorcycle enthusiasts; A25-54	Festival
5/13-5/13	Susan G. Komen Race for the Cure	Chicago, IL	15,000	Active, health conscious urban professionals A25-54	Run
5/18-5/20	Lincoln Park Wine Festival	Chicago,IL	10,000	Upscale, educated Millennials and GenX	Festival
May TBA	San Diego Taco Fest	San Diego, CA	10,000	Millennial and GenX Foodies!	Festival
May TBA	Greektown Mediterranean Wine Fest	Chicago,IL	10,000	Urban professionals	Festival
5/26-5/27	Belmont-Sheffield Music Fest	Chicago,IL	40,000	Young urban professionals	Festival
5/26-5/27	Randolph Street Market	Chicago,IL	15,000	Upscale, educated Millennials and GenX	Festival Market
6/1-6/3	Do Division	Chicago, IL	60,000	Young urban professionals	Festival
6/1-6/3	Taste of Mexico	Chicago, IL	100,000	General Market & Mexican Foodies	Festival
6/1-6/3	Lincoln Park Greek Fest	Chicago,IL	15,000	Young urban professionals and families	Festival
6/2-6/3	Hyde Park Brew Fest	Chicago, IL	20,000	Upscale, educated, Millennials and GenX; influencers	Festival
6/2-6/3	Taste of Bollingbrook	Bollingbrook,IL	30,000	Very upscale suburban families	Festival
6/7-6/10	Bensenville Festival	Bensenville, IL	20,000	Middle class suburban families.	Festival
6/9-6/10	Wells Street Art Festival	Chicago,IL	75,000	Educated, upscale, white collar A25-54, art aficionados	Festival
6/15-6/17	Pilsen Food Truck Social	Chicago, IL	20,000	Millennial and Gen X Foodies	Festival
6/16- 6/17	Custer Fair Festival of the Arts	Evanston, IL	100,000	Families	Festival
6/16-6/17	Pridefest	Chicago,IL	110,000	GLBT	Festival
June TBA	Evanston Artisan Festival (formerly Fountain Square)	Evanston,IL	50,000	A25-54, upscale art aficionados	Festival
6/23-6/24	Randolph Street Market	Chicago,IL	15,000	Upscale, educated Millennials and GenX	Festival Market
6/29-7/1	Eyes to the Skies	Lisle, IL	70,000	Upscale suburban families	Festival
6/29-7/1	Windy City Rib Fest	Chicago, IL	40,000	Foodies	Festival
7/7-7/7	Old School Reunion	Chicago,IL	75,000	Upscale, college educated African Americanand General Market	Festival
7/4-7/4	Lake Forest 4th of July	Lake Forest, IL	40,000	Upscale suburban families	Festival
7/6-7/8	West Fest	Chicago, IL	40,000	Young urban professionals	Festival
7/14-7/15	Burger Fest	Chicago,IL	60,000	Families; foodies	Festival
7/15-7/15	Chinatown Summer Fair	Chicago, IL	25,000	Asian & General Market Families	Festival
7/20-7/22	Sheffield Garden Walk & Music Festival	Chicago, IL	70,000	Millennials and Gen X families	Festival
7/20-7/22	Festival Columbiano	Chicago, IL	30,000	Columbian-American families	Festival
7/25-7/29	Lake County Fair	Grayslake,IL	100,000	Families	County Fair
7/28-7/29	Taco & Tequila	Chicago, IL	25,000	Millennial and GenX Foodies!	Festival
7/28-7/29	Taste of Lincoln	Chicago,IL	70,000	Millennials, Gen X, urban professionals, families	Festival
7/28-7/29	Randolph Street Market	Chicago,IL	15,000	Upscale, educated Millennials and GenX	Festival Market
8/3-8/5	Jeff Fest	Chicago, IL	30,000	Middle class families	Festival
8/11-8/12	Black Women's Expo	Atlanta	25,000	Educated, professional African American women A25-54	Expo
8/11-8/12	Northalsted Market Days	Chicago, IL	150,000	GLBT	Festival
8/17-8/19	North Berwyn Festival	Berwyn,IL	25,000	Middle class familes	Festival
8/19-8/19	South Shore Summer Festival	Chicago,IL	25,000	Educated, upscale, African American families	Festival
8/24-8/25	Naperville Wine Festival	Naperville, IL	10,000	Upscale suburban professionals	Festival
8/24-8/26	Logan Square Food Truck Social	Chicago, IL	25,000	Millennials , Gen X, Foodies	Festival
8/24-8/26	Taste of Greektown	Chicago,IL	50,000	Millennials, Gen X Urban professionals; families	Festival
8/25-8/26	Randolph Street Market	Chicago,IL	15,000	Upscale, educated Millennials and GenX	Festival Market
8/31 - 9/3	African Festival of the Arts	Hyde Park, Chicago	250,000	African American families	Festival
8/31-9/3	Naperville Last Fling	Naperville, IL	350,000	Families	Festival
9/1-9/2	Friends of Labor Festival	Chicago, IL	20,000	Families	Festival
9/7-9/9	Fiestas Patrias (Festival La Villita)	Chicago, IL	100,000	Latino families	Festival
9/7-9/9	Throwback Music Festival	Chicago, IL	20,000	Millennials and Gen X families	Festival
9/7-9/8	Windy City Wine Festival	Chicago, IL	15,000	Upscale Millennials and GenX	Festival
9/8-9/9	Bourbon & Barbecue Festival	Chicago, IL	30,000	Millennials, Gen X , urban professionals, foodies	Festival
9/9-9/9	26th Street Mexican Parade	Chicago, IL	250,000	Latino families	Parade
Sept. TBA	Dancing in the Streets	Chicago,IL	15,000	Millennials, Gen X Urban professionals; families	Festival
9/14 - 9/16	Taste of St Louis	St Louis,MO	200,000	Families	Festival
9/15-9/15	El Grito	Chicago, IL	5,000+	Mexican families	Festival/Rally
9/15-9/16	Taco Fest	Chicago,IL	50,000	Young, sophisticated, urban professionals	Festival
9/22 or 9/23-	AIDS Run & Walk	Chicago, IL	4,000	A25-54; GLBT	Run
September TBA	Indianapolis Wine Festival	Indianapolis, IN	5,000	Upscale urban professionals	Festival
9/28-9/30	Chicago OctoberFest	Chicago,IL	50,000	Urban professionals, families	Festival
9/29-9/30	Randolph Street Market	Chicago,IL	15,000	Upscale, educated Millennials and GenX	Festival Market
9/30-9/30	Alzheimer Walk for Life	Chicago,IL	5,500	Educated, white collar, families A25-54	Walk
September 9/29-9/30	Cleveland Wine Festival	Cleveland, OH	5,000+	Upscale urban professionals	Festival
10/5-10/6	West Town Food Truck Social	Chicago, IL	15,000	Millennial and Gen X Foodies	Festival
10/6-10/6	Crypt Run	Chicago,IL	2,500	Upscale, active, young professionals	Run
10/19-10/20	Party in the Pines	North Florida	40,000	A25-54; middle and upper middle class	Festival
10/27-10/28	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
11/17-11/18	Randolph Street Market	Chicago,IL	7,500	Upscale, educated Millennials and GenX	Festival Market
12/15-12/16	Randolph Street Market	Chicago,IL	7,500	Upscale, educated Millennials and GenX	Festival Market
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 <a href="http://www.sponsorchicago.com">www.sponsorchicago.com</a> for event / venue descriptions.					Contact: Norine Smyth. 312.799.0354. nsmyth@sponsorchicago.com

