

2nd 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	Active, 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	
5/19-5/19	San Diego Taco Fest	San Diego, CA	10,000	Millennial and GenX Foodies!	Festival	
5/26-5/27	Starlight Festival (@ Yerkes Observatory)	Lake Geneva, WI	7,500	Educated, higher middle income families	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 Bolingbrook	Bolingbrook, 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 (date changed)	Burgers, Brews & Blues (aka Taste of Bolingbrook)	Bolingbrook, IL	30,000	Very upscale 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 American and 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	
7/21-7/22	North Shore Art Festival	Skokie, IL	80,000	Millennials and Gen X	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	
8/4-8/5	Dancing in the Streets	Chicago, IL	15,000	Millennials	Festival	
8/10-8/12	Festival Polonaise	Chicago, IL	40,000	Polish American 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 families	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	Black Womens Expo	Dallas, TX	15,000	Educated, professional African American women A25-54	Expo	
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	
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 www.sponsorchicago.com for event / venue descriptions.		Contact: Norine Smyth. 312.799.0354. nsmyth@sponsorchicago.com				