

3rd EDITION		CALENDAR SPONSOR CHICAGO 2019		Contact: nsmyth@sponsorchicago.com 312.799.0354			
DATE	EVENT	LOCATION	ATTENDANCE	DEMOGRAPHICS	TYPE		
2/23-2/24	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market		
3/16-3/16	St Paddys Day Run	Chicago, IL	3,000	Active, health conscious urban professionals A25-54	Run		
3/23-3/23	Wine Whiskey Bravo	Wheeling, IL	1,000	Upscale, educated Millennials and GenX	Tasting Festival		
3/30-3/31	Randolph Street Market	Chicago, IL	7,500		Festival Market		
4/12-4/14	The Black Women's Expo	McCormick Place Chicago	50,000	Educated, professional, African American women A25-54	Expo		
4/12-4/13	Salt Lake City Marathon & Lifestyle Expo	Salt Lake City, UT	40,000	Active, health conscious, athletes	Run		
4/13-4/13	American Brain Tumor Walk	Chicago, IL	5,000	Active, health conscious urban professionals A25-54	Walk		
4/27-4/28	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market		
4/29-5/5	The Lucky 13	Panama City, FL	75,000	Motorcycle enthusiasts; A25-54	Festival		
5/5-5/5	Southwest Half Marathon	Palos Park, IL	3,000	Active, health conscious white collar professionals A25-54	Run		
5/17-5/19	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		
5/25-5/26	Belmont-Sheffield Music Fest	Chicago, IL	40,000	Young urban professionals	Festival		
5/25-5/26	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market		
5/31-6/2	Do Division	Chicago, IL	60,000	Young urban professionals	Festival		
5/31-6/2	Taste of Mexico	Chicago, IL	100,000	General Market & Mexican Foodies	Festival		
5/31-6/2	Lincoln Park Greek Fest	Chicago, IL	15,000	Young urban professionals and families	Festival		
6/1-6/2	Hyde Park Brew Fest	Chicago, IL	60,000	Upscale, educated, Millennials and GenX; Influencers	Festival		
6/7-6/9	Pilsen Food Truck Social	Chicago, IL	20,000	Millennial and Gen X Foodies	Festival		
6/8-6/9	Wells Street Art Festival	Chicago, IL	75,000	Educated, upscale, white collar A25-54, art aficionados	Festival		
6/14-6/15	Diva Fest	Chicago, IL	20,000	LGBT	Festival		
6/14-6/15	Taco & Tequila Festival	Chicago, IL	20,000	Upscale, educated, Millennials and GenX; Influencers	Festival		
6/16-6/16	Puertorican Day Parade	Chicago, IL	100,000	Puerto Rican families	Parade		
6/15-6/16	Custer Fair Festival of the Arts	Evanston, IL	100,000	Families	Festival		
6/22-6/23	Pridefest	Chicago, IL	110,000	LGBT	Festival		
6/22-6/23	Evanston Artisan Festival	Evanston, IL	20,000	A25-54, upscale art aficionados	Festival		
6/26-6/30	World Pride Music Festivals	New York, NY	100,000	LGBTQ	Festival		
6/29-6/29	Pride in the Park	Chicago, IL	50,000	LGBT	Festival		
6/29-6/30	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market		
7/4-7/6	Eyes to the Skies	Lisle, IL	70,000	Upscale suburban families	Festival		
7/4-7/6	Windy City Rib Fest	Chicago, IL	40,000	Foodies	Festival		
7/6-7/6	Old School Reunion	Chicago, IL	75,000	Upscale, college educated African American and General	Festival		
7/4-7/4	Lake Forest 4th of July	Lake Forest, IL	40,000	Upscale suburban families	Festival		
7/5-7/7	West Fest	Chicago, IL	40,000	Young urban professionals	Festival		
7/13-7/14	Edgewater Greek Fest	Chicago, IL	20,000	Millennials			
7/13-7/14	Burger Fest	Chicago, IL	60,000	Families; foodies	Festival		
7/21-7/21	Chinatown Summer Fair	Chicago, IL	25,000	Asian & General Market Families	Festival		
7/20-7/21	Chicago Craft Beer Festival	Chicago, IL	20,000	Millennials, Gen X, urban professionals, families			
7/24-7/28	Lake County Fair	Grayslake, IL	100,000	Families	County Fair		
7/27-7/28	Taste of Lincoln	Chicago, IL	70,000	Millennials, Gen X, urban professionals, families	Festival		
July-TBA	Starlight Festival (@ Yerkes Observatory)	Lake Geneva, WI	7,500	Educated, higher middle income families	Festival		
7/27-7/28	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market		
8/2-8/4	Jeff Fest	Chicago, IL	30,000	Middle class families	Festival		
8/3-8/4	Chicago Brewing District's Dancing in the Streets	Chicago	15,000	Millennials and Gen X	Festival		
8/16-8/18	Festival Polonaise	Chicago, IL	40,000	Polish American families	Festival		
8/10-8/10	Bud Billiken Parade & Picnic	Chicago, IL	500,000	African American families	Parade		
8/10-8/11	Northalsted Market Days	Chicago, IL	150,000	GLBT	Festival		
8/18-8/18	South Shore Summer Festival	Chicago, IL	25,000	Educated, upscale, African American families	Festival		
8/23-8/25	Taste of Greektown	Chicago, IL	50,000	Millennials, Gen X Urban professionals; families	Festival		
8/17-8/18	Black Womens Expo	Dallas, TX	15,000	Educated, professional African American women A25-54	Expo		
8/24-8/25	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market		
8/30-9/2	African Festival of the Arts	Hyde Park, Chicago	250,000	African American families	Festival		
8/30-9/2	Naperville Last Fling	Naperville, IL	350,000	Families	Festival		
9/6-9/8	Fiestas Patrias (Festival La Villita)	Chicago, IL	100,000	Mexican families	Festival		
9/6-9/8	Throwback Music Festival	Chicago, IL	20,000	Millennials and Gen X families	Festival		
9/9-9/9	26th Street Mexican Parade	Chicago, IL	250,000	Latino families	Parade		
9/13-9/15	Taste of St Louis	St Louis, MO	200,000	Families	Festival		
9/13-9/15	Maywood Fest	Maywood, IL	15,000	Latino and African American families	Festival		
9/14-9/15	Bourbon & Barbecue Festival	Chicago, IL	30,000	Millennials, Gen X, urban professionals, foodies	Festival		
9/14-9/15	Black Women's Expo	Atlanta, GA	20,000	Educated, professional African American women A25-54	Expo		
9/14-9/14	El Grito	Chicago, IL	5,000	Mexican families	Festival/Rally		
9/21-9/22	Taco Fest	Chicago, IL	50,000	Young, sophisticated, urban professionals	Festival		
9/21-9/21	Lake Forest Fall Festival	Lake Forest, IL	15,000	Very upscale suburban families	Festival		
9/21-9/21	Japanese Matsuri Festival	Chicago, IL	5,000	Asian & General Market Families	Festival		
9/27-9/29	Chicago OctoberFest	Chicago, IL	50,000	Urban professionals, families	Festival		
9/28-9/29	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market		
9/30-9/30	Walk to End Alzheimer's	Chicago, IL	5,500	Educated, white collar, families A25-54	Walk		
10/5-10/5	AIDS Run & Walk	Chicago, IL	10,000	A25-54; GLBT	Run		
10/12-10/12	Crypt Run	Chicago, IL	2,500	Upscale, active, young professionals	Run		
10/23-10/27	The Lucky 13	Panama City, FL	25,000	Motorcycle enthusiasts; A25-54	Festival		
October TBA	Women's March- Chicago	Chicago, IL	300,000+	Upscale, educated, Millennials and GenX; Influencers	March & Rally		
10/26-10/27	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		
11/23-11/24	Chicago Toy & Game Show	Chicago, IL	30,000	Upscale, educated families and white collar professionals	Expo		
November TBA	Polish Independence 10K Run/Walk	Chicago, IL	7,000	Polish American and General Market Millennials	Run		
11/23-11/24	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market		
12/14-12/15	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market		