

2nd EDITION	CALENDAR SPONSOR CHICAGO 2021	Contact: nsmyth@sponsorchicago.com - 312.799.0354			
DATE	EVENT	Location	Estimated Attendance	DEMOGRAPHICS	TYPE
Cancelled	Randolph Street Market	Chicago,IL	7,500	Upscale, educated Millennials and GenX	Festival Market
3/13-3/13	St Paddys Day Run	Chicago, IL	Capped- 2,000	Active, health conscious urban professionals A25-54	Run
Cancelled	Randolph Street Market	Chicago,IL	7,500	Upscale, educated Millennials and GenX	Festival Market
4/26-5/3	The Lucky 13	Panama City, FL	75,000	Motorcycle enthusiasts; A25-54	Festival
5/2-5/2	Walk for Wellness House	Hinsdale, IL	3,000	Active, health conscious , upscale, influencers	Walk
6/4-6/6	Chicago Craft Beer Festival	Chicago, IL	10,000	Millennials, Gen X, urban professionals, families	Festival
Cancelled	Randolph Street Market	Chicago,IL	15,000	Upscale, educated Millennials and GenX	Festival Market
Cancelled	Do Division	Chicago, IL	70,000	Young urban professionals	Festival
Cancelled	Taco & Tequila Festival	Chicago, IL	20,000	Upscale, educated, Millennials and GenX; Influencers	Festival
New date TBA	West Loop Festival	Chicago, IL	25,000	Young urban millennials, professionals	Festival
Moved to 10/1-10/3	Chicago Pridefest	Chicago,IL	110,000	LGBTQ	Festival
6/26-6/27	Pride in the Park	Chicago, IL	50,000	LGBT	Festival
6/26-6/27	Highland Park Festival of the Arts	Highland Park, IL	25,000	Upscale suburban art aficionados	Festival
Cancelled	Eyes to the Skies	Lisle, IL	70,000	Upscale suburban families	Festival
Cancelled	Windy City Rib Fest	Chicago, IL	50,000	Foodies	Festival
7/4-7/4	Lake Forest 4th of July	Lake Forest, IL	40,000	Upscale suburban families	Festival
July date pending	West Fest	Chicago, IL	50,000	Young urban professionals	Festival
7/17-7/18	Belmont-Sheffield Music Fest	Chicago,IL	40,000	Young urban professionals	Festival
7/24-7/25	Taste of Lincoln	Chicago,IL	50,000	Millennials, Gen X, urban professionals, families	Festival
Cancelled	Randolph Street Market	Chicago,IL	15,000	Upscale, educated Millennials and GenX	Festival Market
TBA 7/29-8/2	Lake County Fair	Grayslake,IL	100,000	Families	County Fair
7/30-8/1	Jeff Fest	Chicago, IL	30,000	Middle class families	Festival
TBA 7/31-8/2	Chicago Brewing District's Dancing in the Streets	Chicago	15,000	Millennials and Gen X	Festival
7/31-8/1	Chinatown Summer Fair	Chicago, IL	50,000	Asian & General Market Families	
8/6-8/8	Northalsted Market Days	Chicago, IL	150,000	GLBT	Festival
8/14-8/15	Wells Street Art Festival	Chicago,IL	75,000	Educated, upscale, white collar A25-54, art aficionados	Festival
8/20-8/22	Festival Polonaise	Chicago, IL	40,000	Polish American families	Festival
8/20-8/22	The Black Women's Expo	McCormick Place Chicago	50,000	Educated, professional, African American women A25-54	Expo
8/21-8/22	Hyde Park Summer Festival	Hyde Park, Chicago	50,000	Millennials, Gen X Urban professionals; families	Festival
8/21-8/21	Lake Forest Burgers & Bourbon	Lake Forest, IL	10,000	Very upscale suburban families	Festival
8/20-8/22	Taste of Greektown	Chicago,IL	50,000	Millennials, Gen X Urban professionals; families	Festival
8/27-8/29	Throwback Music Festival	Chicago, IL	10,000	Millennials, Gen X Urban professionals; families	Festival
8/29-8/29	Chicago Triathlon	Chicago, IL	10,000	Active, health conscious , upscale, influencers	Triathlon
9/4-9/5	Burger Fest	Chicago,IL	60,000	Families; foodies	Festival
September TBA	Naperville Last Fling	Naperville, IL	350,000	Families	Festival
9/3-9/6	African Festival of the Arts	Hyde Park, Chicago	250,000	African American families	Festival
9/10-9/11	Winnetka Music Festival	Winnetka, IL	30,000	Upscale, educated, Millennials and GenX; Influencers	Festival
9/10-9/12	Lincoln Park Greek Fest	Chicago, IL	10,000	Millennials, Gen X Urban professionals; families	
9/11-9/12	Naper Pride Festival	Naperville, IL	30,000	LGBTQ, suburban Millennials, Gen X	Festival
9/18-9/18	American Brain Tumor 5K	Chicago, IL	5,000	Active, health conscious , upscale, influencers	Run
September TBA	Fried Chicken Festival	Chicago, IL	20,000	Millennials, Foodies	Festival
September TBA	26th Street Mexican Parade	Chicago, IL	250,000	Latino families	Parade
Cancelled	Bourbon & Barbecue Festival	Chicago, IL	30,000	Millennials, Gen X , urban professionals, foodies	Festival
TBA	Black Women's Expo	Atlanta, GA	20,000	Educated, professional African American women A25-54	Expo
Cancelled	Randolph Street Market	Chicago,IL	15,000	Upscale, educated Millennials and GenX	Festival Market
9/18-9/21	Taco Fest	Chicago,IL	50,000	Young, sophisticated, urban professionals	Festival
9/24-9/26	Chicago OctoberFest	Chicago,IL	50,000	Urban professionals, families	Festival
10/1-10/3	Chicago Pride Festival	Chicago, IL	100,000	LGBTQ	Festival
10/2-10/2	AIDS Run & Walk	Chicago, IL	3,000	A25-54; GLBT	Run
10/3-10/3	Pride Parade	Chicago, IL	1,200,000	LGBTQ	Parade
10/2-10/2	Colorado Springs Marathon	Colorado Springs, CO	2,000	Active, health conscious , upscale, influencers	Run
10/9-10/9	Walk to End Alzheimer's	Chicago,IL	6,000	Educated, white collar, families A25-54	Walk
10/9-10/10	Lincoln Park Wine Fest	Lincoln Park, Chicago	10,000	Young, sophisticated, urban professionals	Festival
10/16-10/16	Crypt Run	Chicago,IL	2,500	Upscale, active, young professionals	Run
10/18-10/24	The Lucky 13	Panama City, FL	25,000	Motorcycle enthusiasts; A25-54	Festival
10/31-10/31	Northalsted Halloween Parade & Festival	Chicago,IL	30,000	A25-54;GLBT and General Market	Parade
11/25-11/25	Chicago Turkey Trot	Lincoln Park, Chicago	9,000	Active, health conscious , upscale, influencers	Run
November TBA	Polish Independence 10K Run/Walk	Chicago, IL	7,000	Polish American and General Market Millennials	Run
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sponsorchicago.com for event / venue descriptions.



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