


2nd EDITION		CALENDAR SPONSOR CHICAGO 2021		Contact: nsmyth@sponsorchicago.com - 312.799.0354	
DATE	EVENT	Location	Estimated Attendance	DEMOGRAPHICS	TYPE
4/22 -4/24	Golden Con- Thank You for Being a Fan	Chicago, IL	20,000	LGBTQ ; Millennials, Gen X	Fan Convention
4/22-4/23	Salt Lake City Marathon	Salt Lake City, UT	25,000	Active, health conscious , upscale, influencers	Marathon
5/22-5/22	Chicago Spring Marathon	Chicago, IL	5,000	Active, health conscious , upscale, influencers	Marathon
5/28-5/29	Belmont - Sheffield Music Festival	Chicago, IL	40,000	Upscale Millennials	Festival
TBD May	Randolph Street Market	Chicago, IL	15,000	Upscale Millennials and GenX	Festival Market
TBD May	The Lucky 13	Panama City, FL	75,000	Motorcycle enthusiasts; A25-54	Festival
6/1-6/1	Walk for Wellness House	Hinsdale, IL	3,000	Active, health conscious , upscale, influencers	Walk
TBD June	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market
6/4-6/5	Windy City Hot Dog Festival	Chicago, IL	25,000	Millennials, families	Festival
6/3-6/5	Lincoln Park Greek Fest	Chicago, IL	20,000	Upscale millennials, professionals	Festival
6/11-6/12	Hyde Park Music Festival	Chicago, IL	60,000	Upscale, Millennials	Festival
6/11-6/12	Wells Street Art Festival	Chicago, IL	70,000	Upscale Millennials, Gen X	Festival
6/18-6/19	Chicago Pride Festival	Chicago, IL	100,000	LGBTQ	Festival
6/18-6/19	Black Women's Expo	Detroit, MI	20,000	Educated, professional, African American women A25-54	Expo
6/25-6/26	Pride in the Park	Chicago, IL	50,000	LGBT	Festival
6/26-6/26	Chicago Pride Parade	Chicago, IL	1M	LGBTQ	Parade
7/2-7/2	Old School Reunion	Chicago, IL	50,000	Upscale African American Millennials, Gen X	Festival
7/4-7/4	Lake Forest 4th of July	Lake Forest, IL	40,000	Upscale suburban families	Festival
7/9-7/10	West Loop Festival	Chicago, IL	25,000	Urban millennials, professionals	Festival
7/15-7/17	Burger Fest	Chicago, IL	50,000	Millennials, Foodies	Festival
7/30-7/31	Chinatown Summer Fair	Chicago, IL	50,000	Asian & General Market Families	Festival
7/22-7/24	Taste of Lincoln	Chicago, IL	65,000	Millennials, Gen X, urban professionals, families	Festival
TBD July	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market
7/27-7/31	Lake County Fair	Grayslake, IL	70,000	Families	County Fair
7/28-7/31	Lincolnwood Festival	Lincolnwood, IL	40,000	Millennials, families	Festival
7/29-7/31	Jeff Fest	Chicago, IL	30,000	Middle class families	Festival
7/30-7/31	Randolph Street Market	Chicago, IL	15,000	Upscale, educated Millennials and GenX	Festival Market
8/5-8/7	Northalsted Market Days	Chicago, IL	100,000	GLBT	Festival
8/12-8/14	The Black Women's Expo	McCormick Place Chicago	50,000	Educated, professional, African American women A25-54	Expo
8/13-8/14	Fried Chicken Fest	Chicago, IL	15,000	Foodies, families, Millennials	Festival
8/19-8/21	Festival Polonaise	Carlington Heights Race Track Chicago, IL	40,000	Polish American families	Festival
8/19-8/21	Ribfest Chicago	Chicago, IL	60,000	Foodies, families, Millennials	Festival
8/20-8/20	Lake Forest Burgers & Bourbon	Lake Forest, IL	10,000	Very upscale suburban families	Festival
8/26-8/28	Taste of Greektown	Chicago, IL	50,000	Millennials, Gen X Urban professionals; families	Festival
8/27-8/28	Chicago Triathlon	Chicago, IL	10,000	Active, health conscious , upscale, influencers	Triathlon
9/2-9/5	Naperville Last Fling	Naperville, IL	50,000	Families	Festival
9/2-9/5	African Festival of the Arts	Hyde Park, Chicago	10,000	African American families	Festival
9/9-9/11	Throwback Music Festival	Chicago, IL	30,000	Millennials, Gen X Urban professionals; families	Festival
TBD	26th Street Mexican Parade	Chicago, IL	250,000	Latino families	Parade
9/9-9/11	Lincoln Park Gyros Fest	Chicago, IL	20,000	Millennials, Foodies	Festival
9/10-9/10	Naper Pride	Naperville, IL	30,000	Suburban LGBTQ	Festival
9/18-9/18	Bourbon and Blues	Detroit, MI	10,000	Millennials, Foodies	Festival
9/17-9/18	Taco Fest	Chicago, IL	50,000	Young, sophisticated, urban professionals	Festival
9/25-9/25	Chicago Fall Half Marathon	Chicago, IL	5,000	Active, health conscious , upscale, influencers	Run
9/23-9/25	Chicago OctoberFest	Chicago, IL	50,000	Urban professionals, families	Festival
9/24-9/25	Randolph Street Market	Chicago, IL	25,000	Upscale, educated Millennials and GenX	Festival Market
10/1-10/2	River North Festival	Chicago, IL	20,000	Millennials	Festival
10/1-10/1	AIDS Run & Walk	Chicago, IL	3,000	A25-54; GLBT	Run
10/1-10/1	Colorado Springs Marathon	Colorado Springs, CO	2,000	Active, health conscious , upscale, influencers	Run
10/7-10/9	Lincoln Park Wine Fest	Lincoln Park, Chicago	10,000	Young, sophisticated, urban professionals	Festival
10/22-10/22	Crypt Run	Chicago, IL	2,500	Upscale, active, young professionals	Run
TBD Autumn	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
11/6-11/6	SkyRise Stairclimb	Willis Tower, Chicago	2,500	Active, health conscious , upscale, influencers	Run
11/6-11/6	Polish Independence 10K Run/Walk	Chicago, IL	7,000	Polish American and General Market Millennials	Run
TBD November	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
TBD December	Randolph Street Market	Chicago, IL	7,500	Upscale, educated Millennials and GenX	Festival Market
12/17-12/18	Black Women's Expo	Atlanta, GA	20,000	Educated, professional, African American women A25-54	Expo
Please visit www.sponsorchicago.com for event / venue descriptions.				Contact: Norine Smyth. 312.799.0354. nsmyth@sponsorchicago.com	