


1st EDITION	CALENDAR SPONSOR CHICAGO 2023	Contact: nsmyth@sponsorchicago.com - 312.799.0354			
DATE	EVENT	Location	Estimated Attendance	DEMOGRAPHICS	TYPE
3/31-4/2	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 & Lifestyle Expo	Salt Lake City, UT	25,000	Active, health conscious , upscale, influencers	Marathon
5/7-5/7	Walk for Wellness House	Hinsdale, IL	3,000	Active, health conscious , upscale, influencers	Walk
TBA	Chicago Spring Marathon	Chicago, IL	5,000	Active, health conscious , upscale, influencers	Marathon
5/27-5/28	Randolph Street Market	Chicago,IL	15,000	Upscale Millennials and GenX	Festival Market
5/27-5/28	Belmont - Sheffield Music Festival	Chicago, IL	40,000	Upscale Millennials	Festival
TBD May	The Lucky 13	Panama City, FL	75,000	Motorcycle enthusiasts; A25-54	Festival
6/3-6/4	Windy City Hot Dog Festival	Chicago, IL	30,000	Millennials, families	Festival
6/2-6/4	Lincoln Park Greek Fest	Chicago, IL	20,000	Upscale millennials, professionals	Festival
6/10-6/11	Hyde Park Music Festival	Chicago, IL	40,000	Upscale, Millennials	Festival
6/10-6/11	Wells Street Art Festival	Chicago, IL	70,000	Upscale Millennials, Gen X	Festival
6/17-6/18	Chicago Pride Festival	Chicago, IL	100,000	LGBTQ	Festival
TBD	Black Women's Expo	Detroit, MI	40,000	Educated, professional, African American women A25-54	Expo
6/23-6/24	Pride in the Park	Chicago, IL	40,000	LGBT	Festival
6/25-6/25	Chicago Pride Parade	Chicago, IL	1M	LGBTQ	Parade
7/4-7/4	Lake Forest 4th of July Festival & Fireworks	Lake Forest, IL	20,000	Upcale suburban families	Festival
7/7-7/9	Burger Fest	Chicago, IL	60,000	Millennials, Foodies	Festival
7/8-7/8	Old School Reunion	Chicago, IL	50,000	Upscale African American Millennials, Gen X	Festival
7/21-7/23	Taste of Lincoln	Chicago,IL	50,000	Millennials, Gen X, urban professionals, families	Festival
7/27-7/30	Lincolnwood Festival	Lincolnwood, IL	50,000	Millennials, families	Festival
7/28-7/29	Taste of River North	Chicago, IL	40,000	Millennials, Foodies	Festival
7/29-7/30	Chinatown Summer Fair	Chicago, IL	50,000	Asian & General Market Families	Festival
7/29-7/30	Randolph Street Market	Chicago,IL	15,000	Upscale, educated Millennials and GenX	Festival Market
7/26-7/30	Lake County Fair	Grayslake,IL	70,000	Families	County Fair
8/4-8/6	Jeff Fest	Chicago, IL	30,000	Middle class families	Festival
8/4-8/6	The Black Women's Expo	McCormick Place Chicago	50,000	Educated, professional, African American women A25-54	Expo
8/12-8/13	Northalsted Market Days	Chicago, IL	100,000	GLBT	Festival
8/18-8/20	Ribfest Chicago	Chicago, IL	60,000	Foodies, families, Millennials	Festival
8/18-8/20	Festival Polonaise	Arlington Heights ,IL	40,000	Polish American families	Festival
8/19-8/19	Lake Forest Music Festival	Lake Forest, IL	10,000	Very upscale suburban families	Festival
8/25-8/27	Taste of Greektown	Chicago,IL	50,000	Millennials, Gen X Urban professionals; families	Festival
8/26-8/27	Taco Fest	Chicago,IL	50,000	Young, sophisticated, urban professionals	Festival
8/27-8/27	Detroit's Bourbon & Blues Festival	Detroit, MI	10,000	Millennials, Foodies	Festival
9/1-9/4	Naperville Last Fling	Naperville, IL	50,000	Families	Festival
9/1-9/4	African Festival of the Arts	Hyde Park, Chicago	50,000	African American families	Festival
9/10-9/10	26th Street Mexican Parade	Chicago, IL	250,000	Latino families	Parade
9/8-9/10	Lincoln Park Gyros Fest	Chicago, IL	20,000	Millennials, Foodies	Festival
9/9-9/10	Naper Pride	Naperville, IL	30,000	Suburban LGBTQ	Festival
9/15-9/16	Mexican Independence Festival	Chicago, IL	50,000	Latino Families, Millennials	Festival
9/16-9/16	Mexican Independence Parade	Chicago, IL	50,000	Latino Families	Parade
9/22-9/24	St Alphonus OctoberFest	Chicago,IL	50,000	Urban professionals, families	Festival
9/23-9/24	Randolph Street Market	Chicago,IL	25,000	Upscale, educated Millennials and GenX	Festival Market
9/24-9/24	Chicago Fall Half Marathon	Chicago, IL	5,000	Active, health conscious , upscale, influencers	Run
9/29-9/30	Lakeview East Oktoberfest	Chicago, IL	15,000	Millennials, Gen X Urban professionals; families	Festival
9/30 or 10/1	AIDS Run & Walk	Chicago, IL	3,000	A25-54; GLBT	Run
9/30-9/30	Colorado Springs Marathon	Colorado Springs, CO	2,000	Active, health conscious , upscale, influencers	Run
10/6-10/8	Lincoln Park Wine Fest	Lincoln Park, Chicago	10,000	Young, sophisticated, urban professionals	Festival
10/11-10/11	Chicago Film Festival Opening Night Block Party	Chicago,IL	2,500	Upscale, post college, urban influencers	Festival
10/21-10/21	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
TBD	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
TBD	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		