

## 2020 Uptown Sponsorship Menu

### Uptown United & Business Partners, The Chamber for Uptown

In 2019 Uptown United and Business Partners, The Chamber for Uptown produced dozens of events that attracted a total of 80,000 young, global, modern consumers to Uptown's culturally rich community of businesses and organizations.

Sponsor a portion of our public events in 2020 to connect your brand with our audience of trendsetting urbanites, visitors, and local business leaders. Please engage a board or staff member of Uptown United or Business Partners, The Chamber for Uptown to identify your organization's target audience, outreach goals, and find an opportunity that suits your needs.

#### **Casino Uptown – Our Annual Gala!**

*Weekday evening, October/November 2020 – Date TBD, Byline Bank Aragon Ballroom*

2019 Attendees: 550+

2019 Marketing and media coverage: 3,000,000 impressions

Sponsorship levels: \$5,000 Marquee Sponsor | \$2,500 Gold Sponsor | \$1,500 Silver Sponsor | \$750 Bronze Sponsor

Forget stuffy, predictable fundraisers, Uptown United and Business Partners' annual gala transforms the historic Aragon Ballroom with live big-band jazz tunes, casino games, fabulous prizes, delicious local eats, tempting libations, and tours of the historic Aragon. With more than 550 attendees, this must-attend event gathers Uptown's movers and shakers, local leaders, neighbors, and staff from local businesses and organizations for a night like no other. Show your support for our mission by sponsoring this signature event. Custom sponsorships are also available.

#### **Uptown United**

#### **Argyle Lunar New Year Parade**

*Saturday, February 1, 2020 – 1:00pm*

2019 Attendees: 2,000+

2019 Marketing and media coverage: 40,000+ impressions

Sponsorship Levels: \$1,000 Presenting Sponsor, \$100 Event Sponsor

The annual Argyle Lunar New Year Celebration is a decades-old Uptown tradition celebrating the start of the new Lunar Year. We hope you'll join us as we kick off the YEAR OF THE RAT with music, colorful lion dances, entertainment, and more! Come along with a procession of local groups and floats starting at 1:00pm near the Argyle CTA stop.

#### **State of Uptown**

*TBD weekday luncheon in May, venue varies*

2019 Attendees: 100+

2019 Marketing and media coverage: 40,000+ impressions

Sponsorship Levels: \$1,000 Presenting Sponsor | \$500 Event Sponsor

Join Uptown's most engaged residents, business owners, and community leaders at our annual State of Uptown luncheon. This year, we will welcome Aldermen from the 40<sup>th</sup>, 46<sup>th</sup>, 47<sup>th</sup>, and 48<sup>th</sup> Wards to discuss the state of our neighborhood and our city. Enjoy a delicious lunch and network with Uptown's most influential leaders.

#### **Argyle Night Market**

*Thursdays in July and August, 5pm - 9pm (beginning July 9<sup>th</sup>)*

2019 Attendees: 3,500 weekly | 45,000+ total

2019 Marketing and media coverage: 3,000,000+ impressions

Sponsorship Levels: \$10,000 Stage Sponsor | \$5,000 Season Sponsor | \$1,000 Weekly Sponsor (per week)

Part food market, part street festival, this award-winning program packs Argyle between Kenmore and Sheridan with local entertainment and global cuisine. Invest your brand in this Thursday evening summer series to help us celebrate Argyle's pan-Asian community and to provide neighborhood residents and seasonal tourists with a quintessentially Uptown event on Chicago's first shared street

**Contact Martin Sorge at [martin@exploreuptown.org](mailto:martin@exploreuptown.org) or 773.878.1064 to learn more about these opportunities. Custom sponsorship packages are available. Uptown United is a 501(c)(3) nonprofit organization. Your sponsorship is tax deductible.**

## Business Partners, The Chamber for Uptown

### Monthly Mixers, Industry Roundtables, & Business Seminars

*Monthly, dates and times vary*

2019 Attendance: 30-85 per event

2019 Marketing and media coverage: 40,000+ targeted impressions

Sponsorship Levels:

- In-Kind Host: Does your business or organization want to get people into your doors? Consider hosting a monthly mixer at your location. In-Kind Host is responsible for supplying food and beverage for the event.
- \$250 Sponsor: Get additional exposure to local business leaders by sponsoring a monthly mixer. This gives you a chance to showcase your business to other local business and nonprofit leaders.
- Coffee Sponsor: Are you a café or roaster? Attach your brand to all morning events by saving the day with reliable coffee service.

Make connections, build your business, and strengthen your organization. Business Partners, The Chamber for Uptown organizes monthly networking events for local businesses, organization leaders, and engaged neighbors to meet, connect and grow relationships that help their business to grow. The structure of these events varies—from morning coffee mixers, lunchtime speed-networking, to casual happy-hour networking. We also have networking events focused on topics, such as Women's Networking, non-profit organizations, and other industry-focused events. Consider becoming a host or a sponsor for these engaging local events.

### Toast of Uptown, A Buena Park Wine Walk

*Sunday, April 26, 2020, 2:00-5:00pm (tentative)*

2019 Attendees: 250

2019 Marketing and media coverage: 400,000+ impressions

Sponsorship Levels: \$3,000 Presenting Sponsor | \$1,500 Event Sponsor | Custom Sponsorship (price varies)

Business Partners, The Chamber for Uptown will host our third annual wine walk in Buena Park to promote local business and engage the local consumer. North Buena Deli & Wine and local restaurants are helping to curate a list of premium wines available in the neighborhood, and more than 250 neighbors and visitors will join us for an afternoon of sipping and strolling through Uptown.

### Annual Chicago Pride Parade - Uptown Float

*Sunday, June 28, 2020*

2019 Attendees: estimated 1,000,000+

2019 Marketing and media coverage: 13,000,000+ impressions

Sponsorship Levels (suggested): \$6,000 Lead Sponsor | \$3,000 Highlighted Sponsor | Marcher Sponsor (price varies)

Show that you are Uptown Proud by joining local businesses and organizations on our annual Pride Parade Float. The parade kicks off in Uptown and it's estimated that more than one million attendees come to view the parade, making it one of the largest Pride celebrations in the world. Sponsoring and marching in the parade is a great way to show that your business or organization celebrates our LGBTQ+ community and our neighborhood.

### Taste of Uptown

*Wednesday, September 23, 2020, 6:00-9:00pm (tentative)*

2019 Attendees: 300

2019 Marketing and media coverage: 400,000+ impressions

Sponsorship Levels (suggested): \$3,000 Presenting Sponsor | \$1,500 Event Sponsor | Custom Sponsorship (price varies)

Celebrating the culinary diversity of Uptown, this annual restaurant crawl hosts more than 300 hungry neighbors at 20+ local eateries. Now in its fifth year, the Taste of Uptown has become a neighborhood favorite and a way for locals and visitors alike to discover new favorite eateries. Sponsorship for this annual event exposes your business or organization to thousands and shows your support for Uptown's ever-growing dining scene.

### Winter Walk on Wilson

*Friday, December 4, 2020, 5:30-7:30pm*

2019 Attendees: 1,000

2019 Marketing and media coverage: 400,000+ impressions

Sponsorship Levels: \$1,500 Presenting Sponsor | \$750 Event Sponsor | Custom Sponsorship (price varies)

The heart of Uptown comes alive as businesses open their doors for this free, family-friendly event celebrating the holiday season. Strolling musicians, treats, a pop-up market, and more will warm your heart on this December evening.

Sponsorship for this event will reach more than 400,000 through radio and online advertising, and this event shows your support for Wilson Avenue's community of small businesses and non-profit organizations.

**Contact John Blick at [john@exploreuptown.org](mailto:john@exploreuptown.org) or 773.878.1184 to learn more about these opportunities. Custom sponsorship packages are available.**