

WESTfest chicago®

WEST
TOWN

CHAMBER OF
COMMERCE

Photo by REP3

WEST FEST CHICAGO 2022

Friday, July 8th from 5pm-10pm, Saturday, July 9th & Sunday, July 10th from 12pm-10pm
on Chicago Avenue between Damen and Wood in West Town Chicago

www.westfestchicago.com www.westtownchicago.com [#WestFestChicago](https://twitter.com/WestFestChicago)



MORE ABOUT WEST FEST CHICAGO

West Fest Chicago reflects the eclectic West Town Chicago community, and is known for cutting edge live music and Chicago House DJs.

West Fest Chicago is an annual street festival in Chicago's West Town Community on **Chicago Avenue** between Damen Avenue and Wood Street. West Fest Chicago began in 2004 and has since grown into one of Chicago's most prominent and well attended street festivals.

West Fest Chicago stands out from the rest because it is locally planned and produced by the West Town Chamber of Commerce, thus the emphasis is on local offerings and talent. West Fest Chicago showcases neighborhood retailers and restaurants, fine artists, crafters, food trucks, and more.

The West Fest Chicago live music stage is booked by **Empty Bottle Presents** and features an eclectic mix of current and high quality live music. Headliners in the past have included world renowned bands: Los Campesinos!, John Maus, Ex Hex, ESG, Speedy Ortiz, Local H, Royal Headaches, The Meat Puppets, The Ponys, Redwalls, Califone, King Kahn, The Black Lips, Tortoise, The Oblivians, Murder City Devils, Dead Moon, Kevin Morby, Joey Purp, and many more.

Since 2006 the **West Fest Chicago DJ Stage** has showcased world renowned local and international DJs with an emphasis on Chicago House. DJs Derrick Carter and Mark Farina are regular headliners and always gets the huge crowd moving.

There is something for everyone at West Fest Chicago. The variety of live music, DJs, the family and dog friendly atmosphere draws a wide demographic of consumers from all over the region.

Kid Fest at West Fest Chicago offers quality children and family activities including a live music stage, pony rides, local dance and theatrical performances, family friendly vendors, games, mini train rides and more. 100% of Kid Fest activity proceeds benefit local elementary schools.

Pet Fest is an area within West Fest Chicago featuring pet related vendors and sponsors, dog activities such as obstacle courses, bathing pools, and mobile grooming for charity. Local pet related businesses sponsor the area and organize the activities with 100% of the proceeds benefiting local animal shelters and no kill rescues.

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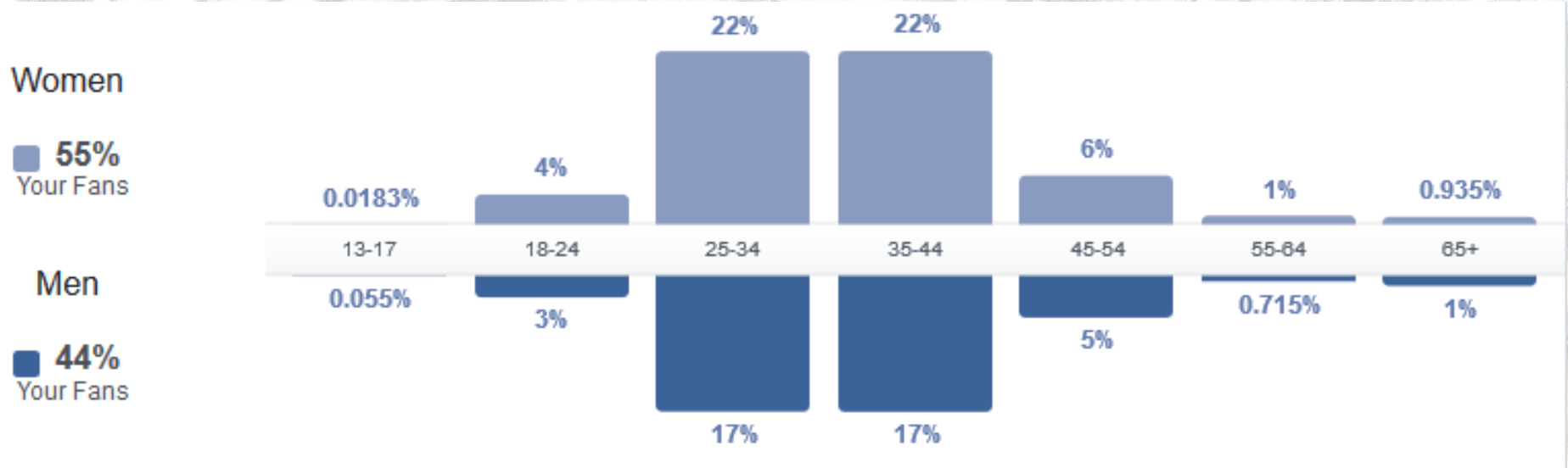
Photos by VitalKopy Media, REP3, & Motorkast

West Fest Chicago appeals to a wide audience from trendsetting Millennials to Gen Y and Xers. West Town neighbors, families, and Chicago-land festival and music enthusiasts of all ages attend the event.

Estimated 2022 attendance: Please contact The West Town Chamber for more information regarding estimated and previous attendance.

West Fest Chicago has a diverse demographic:

- The Facebook fan data below provides evidence that annual attendees at the event are split approximately 45% male and 55% female.
- The majority of attendees are between 25-44 years old.
- In a recent survey conducted on site, 80% of attendees were from the Chicago area, 16% were from the suburbs, 7% of attendees were from out of state, and 1% were from other countries.



⇒ **Sponsorship of West Fest Chicago offers your brand direct, live exposure to large crowds of urban trendsetters in a relaxed, friendly and non-threatening environment.**



PUBLIC RELATIONS & SPONSOR EXPOSURE

Media sponsors and a healthy advertising budget provide the event with multiple display ads, digital ads, radio promotions and online promotions; a media advertising package valued at close to \$50,000.

West Fest Chicago is promoted on the West Town Chamber of Commerce consumer oriented website www.westtownchicago.com, and on the event's exclusive website www.westfestchicago.com with a dedicated page for sponsor logos and links.

A professional marketing firm manages the West Fest Chicago public relations and social media, and press releases are sent to over 100 local and national press contacts listing sponsors.

In 2019 West Fest Chicago PR generated more than **55 million impressions** in top publications, including: *WFLD-TV, Chicago Sun-Times Online, Chicago Magazine, Chicago Parent, Chicago Tribune, Block Club Chicago, Timeout, Thrillist*, & more.

- ⇒ Sponsorship benefits can include logo inclusion on display ads, posters, postcards, and onsite signage.
- ⇒ 500 posters and 10,000 postcards are produced with sponsor logos which are distributed locally.
- ⇒ Display ads with sponsor logos are placed in local publications including *Red Eye* and *The Reader*.
- ⇒ Sponsor logo inclusion is available on digital ads and social media promotions.

www.westfestchicago.com #WestFestChicago

WESTfest 2019
chicago®

CHICAGO AVE. AT DAMEN AVE.
FRIDAY JULY 5 5-10PM
SATURDAY JULY 6 12-10PM
SUNDAY JULY 7 12-10PM

EMPTY BOTTLE PRESENTS MAIN STAGE #WESTFESTCHICAGO

LOS CAMPESINOS! • JOHN MAUS • EX HEX
BOY HARSHER • FOXWARREN • COMBO CHIMBITA
OOZING WOUND • NNAMDI OGBONNAYA • DOS SANTOS
ABSOLUTELY NOT • PIXEL GRIP • FEE LION • GIRL K
SOLOSAM • SCHOOL OF ROCK CHICAGO WEST

3 DAYS OF LIVE MUSIC MIXES + CHICAGO HOUSE DJ STAGE

DERRICK CARTER • MARK FARINA • DIZ
ALINKA • DJ LADY D • IZ • JOHN SIMMONS
JEVON JACKSON • DJ HEATHER • THE SOUND REPUBLIC
DJ JES • ANDREW EMIL • AND MORE!

KIDfest FAMILY STAGE AND KID ACTIVITIES TO BENEFIT TALCOTT FINE ARTS & MUSEUM ACADEMY 12-7PM
DJ STAGE MUSIC ENDS AT 9:30PM
PETFEST DOG ACTIVITIES FOR CHARITY 12-6PM

LOCAL RETAIL CRAFT & FOOD VENDORS

\$5 DONATION

2019 BENEFACTORS:
WEST TOWN CHAMBER OF COMMERCE,
TALCOTT FINE ARTS & MUSEUM ACADEMY,
AND ROBERTO CLEMENTE HIGH SCHOOL

COOPER ISLAND, 93.3 XRT, WEST TOWN SSA, READER, BOXED WATER, Green Mountain Energy, CANINE CIRCULAR, WEST TOWN

In 2019 West Fest Chicago Social Media promotions garnered more than **540,000 total impressions** across social media via organic content, paid social ads, and influencer partnerships.

West Fest Chicago's Facebook, Instagram, and Twitter accounts promote the event to over **9,000 fans and followers**.



INSTAGRAM:

- May 1 - July 6, West Fest Chicago's Instagram posts harnessed over **67,743 impressions**
- Day 1 Instagram Stories received an average of 748 views
- Day 2 Instagram Stories received an average of 639 views
- Day 3 Instagram Stories received an average of 450 views

TWITTER:

- May 1 - July 6, West Fest Chicago Twitter posts harnessed over **71,500 impressions**.
- Within this three-month period, we saw a 1.3% engagement rate (above the industry standard of .3-1%)

FACEBOOK:

- May 1 - July 6, West Fest Chicago's Facebook posts harnessed over **150,000 impressions**.
- Within this three-month period, the **Facebook Event listing reached approx. 215k people**.

@WestFestChicago #WestFestChicago



Photo by Motorkast

West Fest Chicago FANS/FOLLOWERS:

Facebook: 6,914
Instagram: 1,618
Twitter: 497

SPONSOR BENEFITS CAN INCLUDE:

- Dedicated sponsor social media posts, tweets, and stories linking to sponsor social media handles.
- Use of sponsor branded hashtags and brand / product imagery.
- Sponsor promotions or online contests.
- Sponsor branded geo-filters for *Snapchat* promotions.

ONSITE SIGNAGE:

Sponsor logos appear on onsite signage. There are seven entrance gates at West Fest Chicago, and sponsor logos are featured on a banner at each gate.

Sponsor benefits can also include logo inclusion on live music stage signage. Presenting sponsors can brand an entire stage or special area of the festival.



SPECIAL THANKS TO OUR 2019 SPONSORS & PARTNERS!



SPONSOR ONSITE ACTIVATION



Sponsor Space Onsite for Promotions, Sales, Sampling...

Onsite activation space is available to sponsors, typically 10' x 10', 10' x 20', 20' x 20', or even as large as 20' x 40' spaces are available. Sponsors can utilize the space for displays, sales, lead generation, promotions, sampling, give-aways and bounce back programs.

Custom branded infrastructure, tents, branded vehicles, inflatables, games and other promotional items and experiential marketing installations can be brought in by sponsors to the allotted onsite activation space.

Permits, insurance, and licenses can be provided by the event for sponsors to perform food, wine, or spirit sampling.

The consumer not only sees the sponsor onsite, but can also engage with the brand and have a hands on live experience that develops a valuable and memorable relationship with the sponsor.

www.westfestchicago.com #WestFestChicago





WHY SPONSOR WEST FEST CHICAGO?

Because you want your brand associated with this cutting edge event!

Sponsorship can connect your business with a wide range of consumers through sampling and/or sales, lead generation, displays; plus logo inclusion, web links, social media promotions and more.

⇒ **Customized sponsorship packages are created to suit Sponsor budgets and objectives.**

SPONSOR BENEFITS AVAILABLE INCLUDE:

- **Category exclusivity**
- **Presenting sponsorship of the event, a live music stage, or special area such as a sponsored family activity area or special lounge onsite**
- **Logo inclusion in event promotional materials, print advertisements, online advertisements, posters, postcards**
- **Logo and link on event website sponsor pages**
- **Logo placement on banner signage onsite at entrance gates and/or on live music stages**
- **Logo, image and/or message promoted on event social media platforms *Facebook, Instagram and Twitter***
- **Sponsor branded geo-filters for *Snapchat* promotions**
- **On-site activation space, typically 10' x 10', 10' x 20', 20' x 20', 20' x 40' or custom sized**
- **Display, sales, and/or sampling rights (certain restrictions may apply)**
- **Customized onsite promotions, give-aways, and bounce back programs**



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