

# 2022 SPONSORSHIP OPPORTUNITIES

## CHICAGO BREWING DISTRICT'S **DANCING IN THE STREETS**



For information on sponsorship please contact:  
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# MORE ABOUT THE FESTIVAL



## Chicago Brewing District's Dancing In The Streets 2022

Friday, August 5th 5pm-10pm  
Saturday & Sunday, August 6th & 7th 12pm-10pm  
on Hubbard Street between Paulina and Wood  
\$10 Optional Donation

[www.dancinginthestreetschicago.com](http://www.dancinginthestreetschicago.com)  
#DancingInTheStreetsCHI

***Live Jam Bands, Dancing, Local Food and Local Makers,  
Family Activities, plus Craft Beer by the Chicago  
Brewing District Brewers.***

Dancing In The Streets is the brain child of On Tour Brewing Company founder, and major jam band fan, Mark Legenza. The West Town Chamber of Commerce (WTCC) works with On Tour Brewing and the Chicago Brewing District to produce this one of a kind craft beer and live music event on Hubbard Street in West Town!



West Town and the Kinzie Industrial Corridor are home to a number of craft brewers who have formed the Chicago Brewing District. The event features a robust craft beer menu curated by the local brewers; plus showcases local artisans and makers, and local food trucks and restaurants.

Dancing In The Streets is the name of the event and also a popular Grateful Dead song. Touring blue grass and jam bands booked by On Tour Brewing are featured all weekend. The event dates were chosen specifically to coincide with the "Days Between" which is the name of the week between August 1st, Jerry Garcia's birthday, and August 9th, the date that Garcia passed away. That week is known as the "Days Between" in celebration and in memory of Jerry Garcia.



Dancing In The Streets has a unique appeal, craft beer lovers and jam band fans looking for a laid back street festival with great live music and craft beer attend the event. The event is also kid friendly with family activities onsite such as crafts, games, t-shirt tie-dyeing, and face painting. Dancing In The Streets offers sponsors a great opportunity for exposure and experiential marketing to a large and diverse crowd in a relaxed, friendly, and unique urban environment.

[www.dancinginthestreetschicago.com](http://www.dancinginthestreetschicago.com)  
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# WHY SPONSOR DANCING IN THE STREETS?

## ***Because you want your brand associated with this unique event!***

Sponsorship can connect your business with a wide range of consumers through sampling and/or sales, lead generation, displays, retail bounce-back programs, on-site signage, media logo inclusion, web links, social media promotions and more. Sponsorship packages are varied in price depending on the sponsor category, and benefits can be customized.

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

The event is produced by the West Town Chicago Chamber of Commerce, a 501-C6 non-profit organization providing valuable programs and services for the local small businesses. Dancing In The Streets highlights the Chicago Brewing District brewers and makers from the Industrial Corridor. Event sponsors have the ability to reach a very desirable and diverse demographic of craft beer lovers and music fans, which includes all ages.



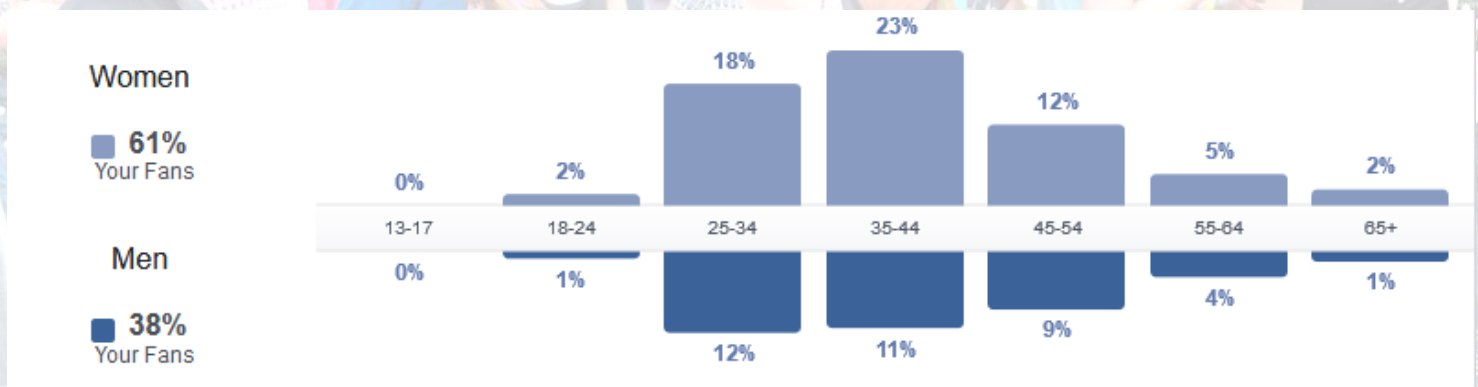
## ATTENDANCE & TARGET AUDIENCE

**Chicago Brewing District's Dancing In The Streets** appeals to a wide audience from trendsetting Millennials to Gen Y and Xers. West Town neighbors, families, and Chicago-land festival, craft beer and jam band music enthusiasts of all ages attend the event.

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

### **Dancing In The Streets has a diverse demographic:**

- The Facebook fan data below provides evidence that annual attendees at the event are split approximately 38% male and 61% female.
- The majority of attendees are between 25-44 years old.



# SPONSOR MEDIA LOGO INCLUSION

The event is promoted on the West Town Chamber of Commerce consumer oriented website [www.westtownchicago.com](http://www.westtownchicago.com), and on the event's exclusive website [www.dancinginthestreetschicago.com](http://www.dancinginthestreetschicago.com) with a dedicated page for sponsor logos and links.

A professional marketing firm manages the Dancing In The Streets social media, and press releases are sent to local and national press contacts listing sponsors.

**In 2019 the Dancing In The Streets PR generated more than 32 million impressions** in top publications, including *Chicago Sun-Times Online*, *Chicago Tribune*, *Block Club Chicago*, *Timeout*, *Thrillist*, *WTTW Online* and more. .

⇒ **500 posters and 10,000 postcards** are produced with **sponsor logos** which are distributed locally.



## 2019 Social Media Marketing & Statistics

Dancing In The Street's *Facebook*, *Instagram*, and *Twitter* accounts were launched in 2018 and grew in 2019 to promote the event to over 1300 fans and followers.

### FANS/FOLLOWERS:

Facebook: 877  
Instagram: 430  
Twitter: 33

### INSTAGRAM:

- From April 9 to August 4, DITS's Instagram posts harnessed over **16,242 impressions**
- Day 1 Instagram Stories received an average of 227 views
- Day 2 Instagram Stories received an average of 173 views

### TWITTER:

- From April 9 to August 4, DITS's Twitter posts harnessed over **9,693 impressions**.
- Within this three-month period, there was a **.7% engagement rate**.

### FACEBOOK:

- From April 9 –August 4, DITS's Facebook posts harnessed approx. **24,000 impressions**.
- Within this three-month period, the **Facebook Event listing reached approx. 92.8k people**.

⇒ **Sponsor packages can include dedicated sponsor social posts.** Sponsors can also create custom branded geo-filters for *Snapchat* and other social media promotions onsite.



**@DancingInTheStreetsChi #DancingInTheStreetsChi**



# SPONSOR BRAND EXPOSURE ONSITE



## Onsite Signage

Sponsor logos appear on onsite signage. There are several entrance gates, and sponsor logos are featured on a banner at each gate. *2019 Sponsor banner shown below.*

Sponsor packages can also include additional logo banners displayed onsite and presenting sponsors can brand the live music stage.

## SPECIAL THANKS TO OUR 2019 SPONSORS & PARTNERS



# SPONSOR ONSITE ACTIVATION



## Space Onsite for Promotions & Sampling

Sponsorship of Dancing In The Streets offers your brand direct, live exposure to large diverse crowds in a relaxed, friendly and unique environment.

On-site activation space is available to sponsors, typically 10' x 10', 10' x 20', or 20' x 20'. Sponsors can utilize the space for displays, sales, lead generation, promotions, sampling, give-aways and bounce back programs.

***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.***

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



# SAMPLES OF 2019 MARKETING MATERIALS



Postcard (Front)



Postcard (Back)



11 x 17 Poster



Reader Digital Ad with weblink



Half Page Red Eye Ad



# 2022 SPONSORSHIP



Sponsorship prices range depending on the type and category of sponsor, the onsite activation space needs and activities, and the specific sponsor benefits chosen to achieve the desired level of brand exposure.

Custom sponsorship packages are created according to the sponsor's individual category, goals, budget, onsite activities and activation size.

## ***Available Sponsorship Benefits:***

- **Category exclusivity**
- **Presenting sponsorship of the event 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 on entrance gates**
- **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'**
- **Display, sales and/or sampling rights (*certain restrictions apply*)**
- **Customized onsite promotions, give-aways and bounce back programs**

Custom branded infrastructure, tents, branded vehicles, inflatables, games and other promotional items can be brought in by sponsor to the allotted onsite sponsor activation space. Access to electricity and equipment can be supplied such as tents, counters, tables, sign poles, and chairs.



**To arrange for a custom sponsorship package and for more information please contact:**

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