



Photo by Motorkast

WEST
TOWN
CHICAGO

DO DIVISION STREET FEST 2023

Friday, June 2nd 5pm-10pm, Saturday, June 3rd & Sunday, June 4th 12pm-10pm
on Division Street between Damen and Leavitt in West Town Chicago

www.do-divisionstreetfest.com www.westtownchicago.com [#DoDivision](https://twitter.com/DoDivision)



MORE ABOUT DO DIVISION STREET FEST

Do Division Street Fest takes place on Division Street between Damen and Leavitt in West Town Chicago and features two live music stages, a wide variety of local retail and food vendors, a dedicated Family Fun Fest area with family activities and stage, and Do Fashion with local designer runway shows and DJs.

Do Division features two live music stages programmed by renowned local live music venues: The Empty Bottle & Subterranean.

Empty Bottle Presents books the talent for the east stage and is known for diverse, and cutting edge music. Empty Bottle was named “One of the best clubs in America” by *Rolling Stone Magazine*. Having talent programmed by Empty Bottle Presents assures that the event will feature current and high quality live music.

Subterranean programs the talent for the west stage. They also have a fantastic track record booking in demand acts for their local club. Subterranean’s reputation for featuring current and popular bands is outstanding, and their stage’s draw combined with that of the Empty Bottle Presents stage, guarantees huge crowds of diverse live music lovers at Do Division Street Fest.

Division Street between Ashland and Leavitt is packed with independent boutiques, salons, restaurants, bars, bakeries, coffee shops, and cafes. Division Street divides the trendy West Town neighborhoods of Wicker Park to the north, and Ukrainian Village and East Village to the south. It’s wide, tree lined sidewalks and dozens of outdoor sidewalk cafes give it a distinctly European feel.

Do Division Street Fest is produced by the West Town Chicago Chamber of Commerce, a 501-C6 non-profit organization providing valuable programs and services for the local business community. 2023 will be the event’s 15th year on Division Street (having missed out on 2020 and 2021 due to Covid)! Do Division Street Fest reflects the neighborhood, draws consumers to the corridor, and highlights local independent businesses. There is an optional \$10 donation requested from patrons to attend, and the event benefits the neighborhood by serving as a fundraiser for local schools and the West Town Chamber of Commerce.



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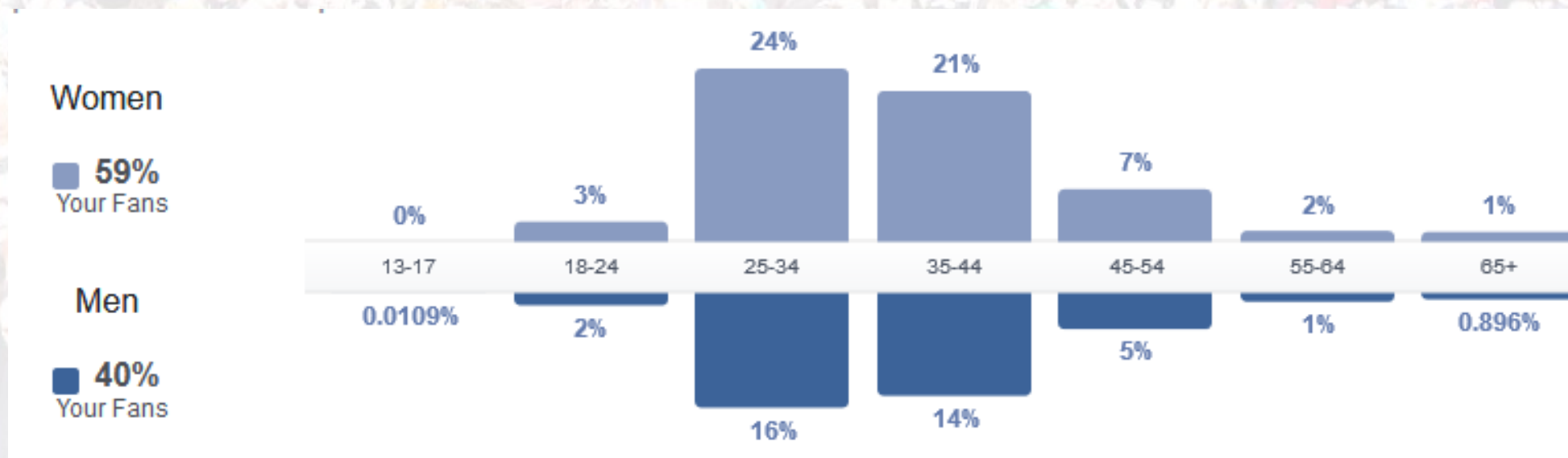
ATTENDANCE & TARGET AUDIENCE

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

Estimated Attendance in 2023: 70,000

Do Division Street Fest has a diverse demographic:

- The Facebook fan data chart below provides evidence that annual attendees at the event are split approximately 40% male and 60% female.
- The majority of attendees are between 25-44 years old.
- In a recent survey conducted on site, 78% of attendees were from the Chicagoland area, 14% were from the suburbs, 7% of attendees were from out of state, and 1% were from other countries.



Sponsorship of Do Division Street Fest offers your business or client direct, live exposure to large crowds of urban trendsetters in a relaxed, friendly, and non-threatening environment.

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PUBLIC RELATIONS & SPONSOR EXPOSURE

Media sponsors and a healthy advertising budget provide the event with multiple display ads, digital ads, radio promotions, social and online promotions, social media influencer partnerships; a **media advertising package valued at more than \$50,000**.

Do Division Street Fest is promoted on the West Town Chamber of Commerce consumer oriented website www.westtownchicago.com, and on the event's exclusive website www.do-divisionstreetfest.com with a dedicated page for sponsor logos and links.

A professional marketing firm manages the Do Division Street Fest public relations and social media, and press releases are sent to local and national press contacts listing sponsors. In 2022 media outreach generated **more than 33 million impressions** in top publications, including *Chicago Sun-Times Online*, *Chicago Magazine*, *Block Club Chicago*, *TimeOut*, *Chicago Tribune*, *TravelMag.com* and 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.

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SOCIAL MEDIA MARKETING & STATISTICS

In 2022 Do Division Street Fest Social Media promotions garnered **more than 440,000 total impressions** across social media via organic content, paid social ads, and influencer partnerships.



2022

INSTAGRAM:

- April 10 - June 2 Do Division's Instagram posts harnessed over **62,000 impressions and over 500 posts** were shared using **#DoDivision**.
- Day 1 Instagram Stories received an average of 854 views
- Day 2 Instagram Stories received an average of 861 views
- Day 3 Instagram Stories received an average of 613 views

TWITTER:

- April 10 - June 2, Do Division's Twitter posts harnessed over **76,800 impressions**.
- Within this three-month period, there was a **1.2% engagement rate** (above the industry standard of .3-1%).

FACEBOOK:

- April 10 - June 2, Do Division's Facebook posts harnessed over **130,000 impressions**.
- Within this three-month period, **the Do Division Facebook Event listing reached approximately 205.2k people**.

#DoDivision @DoDivisionStreetFest



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2022 Do Division FANS & FOLLOWERS:

Facebook: 9,071

Instagram: 1,974

Twitter: 944

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 or product imagery.
- Sponsor promotions or online contests.
- Sponsor branded geo-filters for social media promotions.



SPONSOR BRAND EXPOSURE ONSITE

ONSITE SIGNAGE:

Sponsor logos appear on onsite signage. There are seven entrance gates at Do Division Street Fest, and participating sponsor logos are featured on a large sponsor 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.



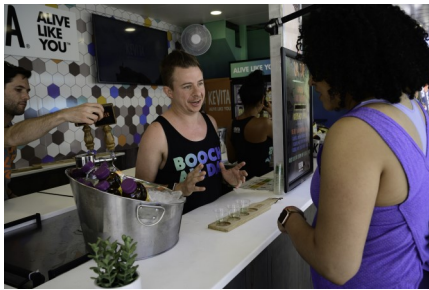
2022 Sponsor Gate Banner Graphic



Photos by VitalKopy Media & Motorkast



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.

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WHY SPONSOR DO DIVISION STREET FEST?

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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