

2021 SPONSORSHIP BROCHURE



For questions regarding sponsorship and marketing opportunities, contact:
Carisa Marconet at Carisa@LakeviewChamber.com or 773.472.7171 ext. 105

STATISTICS & DEMOGRAPHICS

ABOUT US

Lakeview Chamber is a 501c6 nonprofit, which is in the process of merging to become the Lakeview Roscoe Village Chamber. Our mission is to support a resilient local economy and high quality of life for the benefit of businesses and residents in Chicago's Lakeview and Roscoe Village communities through neighborhood promotion, business development, advocacy and public space enhancement. Friends of Lakeview is our 501c3 nonprofit partner organization that leverages individual and corporate donations, grants and funding to support the Lakeview Chamber's mission.

WHY LAKEVIEW AND ROSCOE VILLAGE?

Our neighborhoods are two of the most sought-after communities in the Chicago region. We are highly educated, spend more per household than other communities in the region with a \$119,198 median household income and take advantage of what our neighborhood has to offer. We're a compelling mix of singles and families, many of whom were attracted to our neighborhood for our outstanding schools. Just minutes north of downtown, Lakeview and Roscoe Village's vibrant streets are home to some of Chicago's best culture, shopping and dining.

BY SPONSORING OUR ORGANIZATION, YOUR COMPANY WILL:

- Set yourself apart from your competition by demonstrating positive corporate citizenship
- Distinguish your products or services from others and roll out new brands/products by offering coupons or giveaways
- Attain great visibility within the community and build strong relationships with existing and potential customers
- Align your business with our sound vision of supporting our local economy, enhancing public spaces and providing leisure services for a better quality of life

Our Online Community 48,000

FACEBOOK	9,000 This is Lakeview 3,500 Roscoe Village 2,600 Low-Line Market
INSTAGRAM	7,800 This is Lakeview 3,500 Roscoe Village 1,300 Low-Line Market
TWITTER	6,800 This is Lakeview 2,400 Roscoe Village
EMAIL	5,600 Lakeview Roscoe Village
WEBSITE	5,300 Av. Monthly Users

SPONSORSHIP OPPORTUNITIES

Event List

Lakeview Roscoe Village Restaurant Week
Low-Line Market
Roscoe Village Farmers Market
Dine Out
PorchFest
PorchJams Series
Lincoln Roscoe Beer Stroll
Trick or Treat on Southport
Holiday Stroll & Cocktail Crawl

Sponsorship Benefits

In addition to the benefits listed in the following pages, we are able to craft sponsorship packages to meet your goals and budget and are open to additional benefits you may be interested in receiving. Below are some additional online sponsorship benefits we can provide.

- Social media takeover for a day
- Inclusion in video content or live streams
- Host a giveaway on our social media channels
- Featured blog post in our community eNewsletter and website
- Ad in our eNewsletter
- Ad on our website homepage
- Logo inclusion on our neighborhood recycling units
- Provide branded product to distribute/display at programs, such as hand sanitizer, beach towels as a seating element, branded umbrellas, etc.

Disclaimer: Due to the nature of the Coronavirus pandemic, the events in this brochure may change based on guidelines from the city of Chicago or public health officials. The sponsor will be informed of any event changes. If a sponsor's benefits must be altered, the sponsor will receive alternative benefit opportunities at an equal value.



RESTAURANT WEEK

ABOUT

Friday, April 9 - Sunday, April 18, 2021
At Restaurants in Lakeview and Roscoe Village

A neighborhood restaurant week that offers special discounts and prix fixe menus at popular restaurants in Lakeview and Roscoe Village for takeout or dine-in (if applicable with city guidelines). This program attracts over 1,000 people with a focus on foodies and young professionals.

Sponsorship Benefits	Presenting \$5,000	Premier \$2,500	Gold \$1,000
Logo on website	X	X	X
Inclusion in eNewsletter	X	X	X
Inclusion in social media posts	X	X	X
Dedicated social media post	X	X	X
Recognition in Annual Report (qty. 5,000)	X	X	X
Inclusion in press release	X	X	
Logo inclusion in marketing materials	X	X	
Opportunity to have digital ad on program website	X		
Featured blog post on website homepage	X		
Logo inclusion on coasters (qty. 2,500)	X		
Category exclusivity	X		

PORCHFEST

ABOUT

Sunday, June 6, 2021 from 1-5PM

Sunday, August 29, 2021 from 1-5PM

On porches in Lakeview (and tentatively in Roscoe Village)

A community-building program where local musicians perform on front porches throughout Lakeview. Residents volunteer their porches to host musicians. In 2020, we had 15 front porches host 40 local musicians and 300 attendees for a safe, socially-distanced environment. Without COVID restrictions, this event attracts over 1,000 attendees.

Sponsorship Benefits	Presenting \$5,000	Premier \$2,500	Gold \$1,000
Logo on website	X	X	X
Inclusion in eNewsletter	X	X	X
Inclusion in social media posts	X	X	X
Recognition in Annual Report (qty. 5,000)	X	X	X
Opportunity to have on-site presence	X	X	X
Inclusion in press release	X	X	
Dedicated social media post	3x	1x	
Logo inclusion in marketing materials	X	X	
Opportunity to have digital ad on program website	X		
Featured blog post on Lakeview Chamber homepage	X		
Category exclusivity	X		



PORCHJAMS SERIES

ABOUT

Sundays, June 13 - Sunday, August 22, 2021 from 4-6PM (10 Total Concerts)
On porches in Lakeview (and tentatively in Roscoe Village)

A community-building program featuring musical acts performing on different front porches in Lakeview each week. Residents volunteer their porches to host musicians. We plan to have 10 porches and 20 musical acts performing acts total. This program attracts families, young professionals and music lovers.

Sponsorship Benefits	Presenting \$5,000	Premier \$2,500	Gold \$1,000
Logo on website	X	X	X
Inclusion in eNewsletter	Weekly	Bi-Weekly	2x
Inclusion in social media posts	4x	3x	2x
Dedicated social media post	3x	2x	1x
Recognition in Annual Report qty. 5,000)	X	X	X
Opportunity to have on-site presence	10x	5x	2x
Inclusion in press release	X	X	
Logo inclusion in marketing materials	X	X	
Opportunity to have digital ad on program website	X		
Featured blog post on Lakeview Chamber homepage	X		
Category exclusivity	X		

FARMERS MARKETS

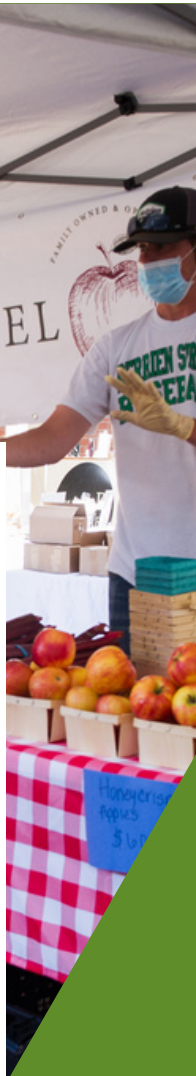
ABOUT

Low-Line Market, Thursdays, June 3 - October 14 in Lakeview (20 dates)

A carefully curated farmers market bringing high quality produce, proteins, flowers and artisanal foods from local farms and vendors to a convenient location for local residents and visitors alike. Low-Line Market attracts over 600 shoppers per market with 13,500+ pedestrian traffic per day and has approximately 15 vendors at each market.

New in 2021, Roscoe Village Farmers Market is tentatively scheduled for Saturdays, June 5 - October 16 in Roscoe Village (20 dates) awaiting approval from program partners.

Sponsorship Benefits	Presenting \$9,000	Premier \$5,000	Gold \$2,500	Silver \$1,000
Market Sponsorship	Both	One	One	One
Inclusion in eNewsletter	All	All	All	3x
Inclusion in social media posts	8x	4x	3x	1x
Dedicated social media post	4x	2x	1x	1x
Recognition in Annual Report (qty. 5,000)	X	X	X	X
Opportunity to have on-site presence at market	40	20	10	3
Logo on website	X	X	X	
Inclusion in press release	X	X	X	
Logo inclusion in marketing materials	X	X	X	
Opportunity to have digital ad on program website	X	X		
Category exclusivity	X	X		



DINE OUT

ABOUT

Fridays - Sundays, June 11 - September 5
Southport Ave between Waveland & Grace

Dine Out will close streets in our commercial corridors for restaurants to expand their outdoor dining service onto the street. This provides more seating options for the Lakeview community to connect and enjoy the Chicago summer while increasing restaurant capacity.

Sponsorship Benefits	Premier \$5,000	Gold \$2,500	Silver \$1,000
Inclusion in eNewsletter	All	5x	3x
Inclusion in social media posts	4x	3x	1x
Dedicated social media post	2x	1x	1x
Recognition in Annual Report (qty. 5,000)	X	X	X
Opportunity to have on-site presence at Dine Out	15	8	4
Logo on website & marketing materials	X	X	
Logo on sponsor banner	X	X	
Opportunity to provide banners to display on-site	2	1	
Inclusion in press release	X		
Opportunity to provide a giveaway item	X		
Category exclusivity	X		

SUMMER WORKOUT SERIES

ABOUT

Mondays & Tuesdays, June - August

Lincoln/Wellington/Southport Intersection on St. Alphonsus Terrace

An outdoor summer workout series offering two workout classes every Monday & Tuesday in June - August from local fitness partners. Attendees BYO mat. This program attracts approximately 25 people per class.

Sponsorship Benefits	Presenting \$5,000	Premier \$2,500	Gold \$1,000
Logo on website	X	X	X
Inclusion in eNewsletter	Weekly	Bi-Weekly	2x
Inclusion in social media posts	4x	3x	2x
Dedicated social media post	3x	2x	1x
Recognition in Annual Report (qty. 5,000)	X	X	X
Opportunity to have on-site presence	All	12x	5x
Inclusion in press release	X	X	
Logo inclusion in marketing materials	X	X	
Opportunity to have digital ad on program website	X		
Featured blog post on Lakeview Chamber homepage	X		
Category exclusivity	X		

LINCOLN ROSCOE BEER STROLL

ABOUT

Friday, October 22, 2021

At businesses along Lincoln Ave (and tentatively Roscoe St)

A neighborhood beer stroll that combines craft beer samples with local bites that showcase Lakeview businesses. This event features two routes with over 30 local businesses and restaurants that will transform into tasting destinations. Both routes will have over 25+ craft beers.

Sponsorship Benefits	Presenting \$2,500	Premier \$1,000	Gold \$500
Logo on website	X	X	X
Inclusion in eNewsletter	4x	2x	1x
Opportunity to include giveaway item in event bags	X	X	X
Inclusion in social media posts	4x	2x	1x
Dedicated social media post	3x	1x	1x
Recognition in Annual Report (qty. 5,000)	X	X	
Opportunity to have on-site presence	X	X	
Inclusion in press release	X		
Logo inclusion in marketing materials	X		
Logo inclusion on event tasting glasses	X		
Category exclusivity	X		



TRICK OR TREAT ON SOUTHPORT

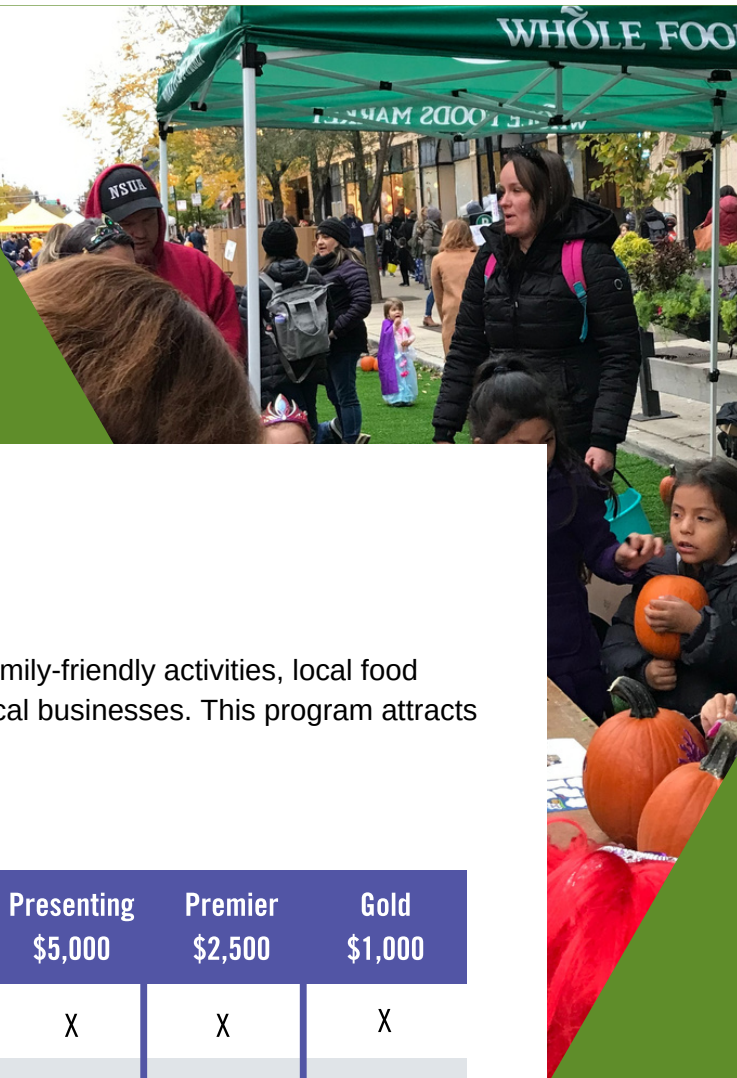
ABOUT

Monday, October 25, 2021

On Southport Ave between Waveland & Grace

The neighborhood's favorite fall tradition features family-friendly activities, local food vendors, craft beer, music and trick or treating at local businesses. This program attracts over 12,000 attendees.

Sponsorship Benefits	Presenting \$5,000	Premier \$2,500	Gold \$1,000
Logo on website	X	X	X
Inclusion in eNewsletter	All	All	1x
Inclusion in social media posts	3x	2x	1x
Opportunity to have on-site presence	X	X	X
Recognition in Annual Report (qty. 5,000)	X	X	X
Dedicated social media post	2x	1x	
Inclusion in press release	X	X	
Logo inclusion in marketing materials	X	X	
Opportunity to have digital ad on program website	X		
Featured blog post on Lakeview Chamber homepage	X		
Category exclusivity	X		



HOLIDAY STROLL & COCKTAIL CRAWL

ABOUT

Friday, December 3, 2021

At businesses along the Southport Ave

A longstanding tradition where businesses break out the holly and stay open late offering special deals and festivities. This event features carolers, photos with Santa and a ticketed Cocktail Crawl with holiday-themed cocktails at businesses. This program attracts over 1,000 attendees.

Sponsorship Benefits	Presenting \$2,500	Premier \$1,000	Gold \$500
Logo on website	X	X	X
Inclusion in eNewsletter	4x	2x	1x
Opportunity to include giveaway item in event bags	X	X	X
Inclusion in social media posts	4x	3x	1x
Dedicated social media post	3x	2x	1x
Recognition in Annual Report (qty. 5,000)	X	X	
Opportunity to have on-site presence	X	X	
Inclusion in press release	X		
Logo inclusion in marketing materials	X		
Logo inclusion on event tasting glasses	X		
Category exclusivity	X		