



EDGEWATER CHAMBER OF COMMERCE

**2021 SPONSORSHIP  
OPPORTUNITIES**

# EDGEWATER CHAMBER OF COMMERCE'S DIGITAL REACH

 **Facebook:** 3,650 Followers

 **Weekly "Edgewater Now" Newsletter:** 3,100 Subscribers

 **Instagram:** 2,255 Followers

 **Website Homepage:** 16,200 Annual Views

 **Twitter:** 2,070 Followers

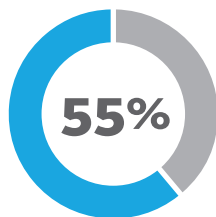
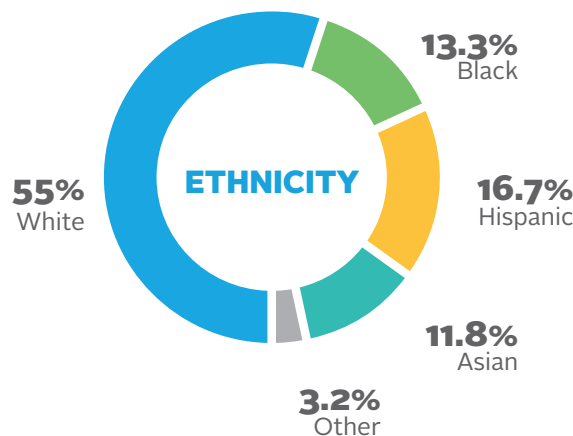
# EDGEWATER DEMOGRAPHICS

 **POPULATION**  
**55,965** Residents

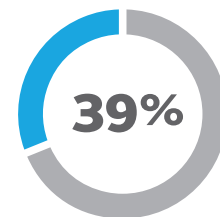
**TOTAL CHAMBER MEMBERS**   
**175** Small Businesses

 **HOUSEHOLDS**  
**28,890** Households

**MEDIAN HOUSEHOLD INCOME**   
**\$49,287**



**POPULATION OVER 25 WITH BACHELOR OR MASTERS DEGREE**



**POPULATION IN PEAK SPENDING YEARS (35-64)**

# BENEFITS OF SPONSORSHIP

The Edgewater Chamber of Commerce offers a full portfolio of marketing opportunities available to its membership and small businesses in the community. The Chamber’s events calendar offers the most dynamic avenue to promote your business to Edgewater’s residents and business owners. Your business can align its core values and mission with any one of our events using our Sponsorship Guide:

SPONSORSHIP GUIDE	SIGNATURE	NETWORKING	ADVOCACY	COMMUNITY ENRICHING	SMALL BUSINESS INVESTOR	
	Int. Women’s Day Edgewater Crawl			•	•	•
	State of Edgewater	•	•	•		•
	EdgeFest	•			•	
	Pet Parade	•			•	
	Holiday Mixer	•	•		•	
	Edgewater Essentials		•			•
	A La Carte Programs		•		•	•

**SIGNATURE SPONSORSHIPS:**

These annual events are central to the Edgewater Chamber of Commerce’s mission, its fundraising efforts and its membership base. These events are intrinsically “Edgewater” and well-recognized within the neighborhood.

**NETWORKING SPONSORSHIPS:**

The Chamber hosts many relationship-building events that connect small business owners to new resources, potential clients and fellow peers.

**ADVOCACY SPONSORSHIPS:**

Events focused on legislative issues that affect Edgewater

**COMMUNITY ENRICHING SPONSORSHIPS:**

Support Chamber events that involve projects and fundraisers giving back to Edgewater’s local, small businesses and residents. These events are all about high-impact, community engagement as well as positive philanthropic causes.

**SMALL BUSINESS INVESTOR SPONSORSHIPS:**

Put your business’s name at the forefront of these educational programs cultivated to enhance best practices and encourage a marketplace of useful ideas among Edgewater’s small business community.

**A LA CARTE PROGRAMS:**

Show your support by sponsoring individual Chamber Programs. Refer to page 9 for details.

# INTERNATIONAL WOMEN'S DAY

Date: Monday, March 8

**ABOUT EVENT:** An online promotion that celebrates International Women's Day by showcasing women-owned businesses in Edgewater.

Sponsorship Benefits	Gold (\$500)	Silver (\$250)	Bronze (\$175)
Name or logo included on event page banner	•		
Access to Attendee Email List (opt-ins only)	•		
One (1) Exclusive, Event-related social media ad promoting your business	•	•	
<b><i>Name or Logo inclusion in printed &amp; digital materials, event page on the Edgewater.org website, and Facebook event site</i></b>	•	•	
Name or logo inclusion in <b><i>digital materials only</i></b>			•
Tickets to the Event	3	2	1

## SPEAKERS:

- **Women in the Arts Panel** featuring Tara Mallen - Rivendell Theatre Ensemble, Markie Gray - Raven Theatre, Rinska Carrasco - Redtwist Theatre, Lisa Troi Thomas - Steep Theatre, Julieanne Ehre - Pivot Arts and Kate Piatt-Eckert - Steep Theatre
- **The Power of Friendship in the Small Business Community** featuring Karen Ami - The Chicago Mosaic School and Gallery of Contemporary Mosaics, Hellen Cameron, Uncommon Ground and Greenstar Brewery and Patti Colandrea - Bark Bark Club and Bark Bark Club Ranch

## EVENT REACH:

- **Audience Demographics:** Women and women allies of all ages, Edgewater residents, mid-sized groups.
- **Social Media Reach:** 3,650 Facebook, 2,070 Twitter and 2,255 Instagram Followers
- **Event Webpage Views:** 2,190
- **Edgewater Now eNewsletter Reach:** 3,100 Subscribers

# STATE OF EDGEWATER

Date: Thursday, June 17



**ABOUT EVENT:** An advocacy, one-day program delving into policies and issues affecting the Edgewater community.

Sponsorship Benefits	Gold (\$500)	Silver (\$250)	Bronze (\$175)
Opportunity to Address the Audience	•		
Name or Logo included in Facebook event page banner	•		
Name or logo included in name badge design	•		
Access to Attendee Email List (opt-ins only)	•		
One (1) Exclusive, Event-related boosted Facebook ad promoting your business	•	•	
Opportunity to run one (1) digital advertisement slide during event	•	•	
<b>Name or Logo inclusion in printed &amp; digital materials, event page on the Edgewater.org website, and Facebook event site *</b>	•	•	•
Name or logo inclusion in <b>digital materials only</b>			
Tickets to the Event	3	2	1

## EVENT REACH:

- **Number of Attendees:** 100+
- **Audience Demographics:** Highly-engaged Edgewater residents, prominent Edgewater community leaders, neighborhood block clubs, and local small businesses owners.
- **Social Media Reach:** 3,650 Facebook, 2,070 Twitter and 2,255 Instagram Followers
- **Event Webpage Views:** 582
- **Edgewater Now eNewsletter Reach:** 3,100 Subscribers

## PAST TOPICS INCLUDE:

- *Looking Ahead with Equity and Inclusion*
- *How the CTA Red Line Modernization Project will Affect You*
- *How Policy Decisions Now will Affect Edgewater in the Future*

\* Deadline for inclusion on printed materials is May 1

# EDGEFEST PET PARADE & PROGRAMMING

Date: Programming on Saturday, August 14



**ABOUT EVENT:** An outdoor event that features Edgewater as one of Chicago's most pet-friendly neighborhoods and provides residents an opportunity to show off their pet companions.

Sponsorship Benefits	Gold (\$300)	Silver (\$200)	Bronze (\$100)
Judge the Pet Contest	•		
Opportunity to Address the Audience	•		
Name or Logo included in Facebook event page banner	•		
Opportunity for pet-themed demo	•		
PR opportunity on TV, Radio, and Print when possible	•		
Ability to provide branded swag to all pet parade participants	•		
Grand Marshall the Parade	•	•	
Verbal name Recognition by Parade MC	•	•	
10' x 10' Tent Space at parade start	•	•	
<b>Logo on Parade Banner *</b>	•	•	•
<b>Name or Logo inclusion in printed &amp; digital materials, event page on the Edgewater.org website, and Facebook event site *</b>	•	•	•
One (1) Exclusive, Event-related Facebook boosted ad promoting your business	•	•	•
Name or logo inclusion in <b>digital materials only</b>			

## ITEMIZED SPONSORSHIPS:

- **\$100 Dog Scarf Sponsorship** - Logo included on branded dog scarves
- **\$300 Edge Play Pen** - Logo recognition on signage at dog playpen entrance\*
- **\$500 Branded Bowls** - Exclusive sponsor of branded water dog bowls. Limited to one (1).

## EVENT REACH:

- **Number of Attendees:** 100+
- **Audience Demographics:** Pet owners, local families with and without children, young adults, trend-seekers, highly-engaged Edgewater residents, pet-friendly business owners.
- **Social Media Reach:** 3,650 Facebook, 2,070 Twitter and 2,255 Instagram Followers
- **Event Webpage Views:** 620
- **Edgewater Now eNewsletter Reach:** 3,100 Subscribers
- **Press Coverage:** Press exposure available closer to the event dates

\* Deadline for inclusion on printed materials is June 26

# EDGEFEST CARNIVAL

Date: Sunday, August 8



**ABOUT EVENT:** Edgewater's outdoor summer street festival highlighting local businesses, performers and vendors.

Sponsorship Benefits	Gold (\$1500)	Silver (\$750)	Bronze (\$500)
<b>Prominent logo inclusion on all signage*</b>	•		
Recognition at each station location	•		
<b>Logo inclusion on Select Collateral (Poster, Postcard, Print Ads) *</b>	•	•	
Dedicated social media posts from Edgewater Chamber (1 each: Facebook, Twitter, Instagram)	•	•	
Booth Space at EdgeFest (if requested)	•	•	•
Logo on Event Website	•	•	•
Four VIP Sponsor Passes for free admission and one free beer per person	•	•	•

## EVENT REACH:

- **Number of Attendees:** 5,000
- **Audience Demographics:** Families, families with children, new and established Edgewater residents, festival-goers, pet owners, foodies, shoppers, young adults (young professionals ages 30-45)
- **Social Media Reach:** 3,650 Facebook, 2,070 Twitter and 2,255 Instagram Followers
- **Event Webpage Views:** 7,770
- **Edgewater Now eNewsletter Reach:** 3,100 Subscribers
- **Press Coverage:** Press exposure available closer to the event dates

\* Deadline for inclusion on printed materials is June 26

# ILLUMINATION: AN EDGEWATER ART EXPERIENCE

Date: October, 2021

**ABOUT EVENT:** A neighborhood-wide event where Edgewater is the canvas for an interactive art experience that features local businesses and highlights the uniqueness of the community.

Sponsorship Benefits	Platinum (\$1000)	Gold (\$750)	Gold (\$500)	Bronze (\$250)
<i>Prominent logo inclusion on all signage*</i>	•			
<i>Logo inclusion on Select Collateral (Poster, Postcard, Print Ads) *</i>	•	•		
Dedicated event Banner	•	•		
Name or logo inclusion in printed and digital materials, event page, edgewater.org website and Facebook event site	•	•	•	
Name of logo on digital materials only				•

**This public art project encourages residents to take some time from their busy lives to experience Edgewater as a gallery containing works, created by artists city-wide, throughout the neighborhood utilizing windows, walls, storefronts and more.**

**In 2020 this program was produced in partnership with five organizations, 15 businesses and 12 artists to create *Reflections*.**

\* Deadline for inclusion on printed materials is June 26



# EDGEWATER ESSENTIALS

Date: Thursday, May 20



**ABOUT EVENT:** A business educational event with presentations and a networking session where local businesses gain access to resources, expertise and contacts.

Sponsorship Benefits	Gold (\$500)	Silver (\$300)	Bronze (\$200)
Opportunity to address the audience during Welcome Remarks	•		
Name or logo included in Facebook event page banner	•		
Name or logo included in name badge design	•		
Access to attendee Email List (opt-ins only)	•		
Opportunity to run one (1) digital advertisement slide or video feature during event	•	•	
<b><i>Name or logo inclusion in printed and digital materials, the event page on the edgewater.org website and Facebook event site *</i></b>	•	•	
Name or logo inclusion in <b><i>digital materials only</i></b>			•
Tickets to the Event	4	3	2

## EVENT REACH:

- **Number of Attendees:** 100+
- **Audience Demographics:** Small local businesses, entrepreneurs, local nonprofits, home-based businesses, startups and new potential entrepreneurs looking to start a business in Edgewater.
- **Social Media Reach:** 3,650 Facebook, 2,070 Twitter and 2,255 Instagram Followers
- **Event Website Views:** 750
- **Edgewater Now eNewsletter Reach:** 2,600 Subscribers

\* Deadline for inclusion on printed materials is July 31

# HOLIDAY MIXER

Date: Thursday, December 9, 6:00 pm - 9:00 pm



**ABOUT EVENT:** The Chamber's signature end-of-the-year fundraiser and silent auction.

Sponsorship Benefits	Platinum (\$1500)	Gold (\$1000)	Silver (\$500)	Bronze (\$250)
Opportunity to Address the audience and announce Edgewater Contest Winner	•			
Name or Logo included in Facebook event page banner	•			
<b>Logo or name included in name badge design *</b>	•			
Verbal name Recognition by MC	•	•		
<b>Name or Logo inclusion in printed &amp; digital materials, event page on the Edgewater.org website, and Facebook event site *</b>	•	•		
Name or logo inclusion in <b>digital materials only</b>			•	•
Exclusive, Event-related Facebook ad promoting your business	2 (boosted)	1 (boosted)	1 (non-boosted)	
Tickets to the event	5	4	3	2

## ITEMIZED SPONSORSHIPS:

- **\$250 Tasting Glass Sponsorship** - Exclusive sponsorship name or logo recognition on tasting glass. Available to full event sponsors only
- **\$125 Step & Repeat Banner** - Logo included in branded Holiday Mixer onsite banner
- **\$250 Valet/Parking Sponsorship** - Name recognition as exclusive parking sponsor

## EVENT REACH:

- **Number of Attendees:** 150+
- **Audience Demographics:** Edgewater Chamber members, next-generation members, local nonmember small business owners, home-based business owners, startup business owners, Edgewater residents, community advocates.
- **Social Media Reach:** 3,650 Facebook, 2,070 Twitter and 2,255 Instagram Followers
- **Event Webpage Views:** 550
- **Edgewater Now eNewsletter Reach:** 2,600 Subscribers

\* Deadline for inclusion on printed materials is October 24

## THEATRE DISTRICT:

Central to Edgewater's identity are the storefront theaters producing unique and intimate experiences year round. Help support the area attractions responsible for drawing an estimated \$1.2bn to the local economy by theatergoers frequenting the Edgewater's neighborhood.

**Theatre District Patron.....\$350**

- Logo recognition on digital and printed marketing collateral as well as Chamber Theatre District website.
- 

## VINTAGE SHOPPING DISTRICT:

Edgewater is the epicenter for antique markets and vintage stores in Chicago. From attracting tourists to local scavengers this partnership provides maximum exposure to this unique demographic of shoppers.

**Vintage Shopping District Supporter .....\$350**

- Logo recognition on digital and printed marketing collateral as well as Chamber Vintage Shopping District website.
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## BANDS ON BROADWAY:

Each year, Broadway hums as local bands take to the outdoor patios between Devon and Balmoral kicking off EdgeFest. Contribute to this vibrant street activation while increasing your brand's visibility and supporting the 2020 Year of Chicago Music initiative.

**Bands on Broadway Sponsor .....\$500**

- Logo recognition on digital and printed marketing collateral as well as event's website.
- 

## BIKES ON BROADWAY

New this year, registered attendees will ride their bikes along a predetermined route and stop at local businesses for activities, food tastings, physical challenges and more. This event will have components for both adults and children. We plan to fill the streets with movement and color while following safety guidelines with this exciting new event.

**Sponsor.....\$300**

- Logo recognition on digital and printed marketing collateral as well as the event's website.
- 

## VIRTUAL RESTAURANT WEEK

An online restaurant guide promoting local restaurants, bars, and cafes leading up to the Valentine's day holiday to promote dining out and ordering locally.

**Sponsor.....\$300**

- Logo recognition on digital and printed marketing collateral as well as the guide web page.
- 

## NORTHSIDE NORTH POLE'S LIGHTS ON BRYN MAWR:

Every year the community comes together to follow Santa through Bryn Mawr, the path lit by the lights and decorations of participating local businesses. Add your support to this tradition by sponsoring the window displays, festivities and holiday cheer.

**NNP Lights on Bryn Mawr Sponsor .....\$250**

- Logo recognition on digital and printed marketing collateral as well as event's website.
- 

## FARMERS MARKET:

Not only a great way to promote your business, but as an opportunity to support a community activity that brings fresh, healthy local farmer grown produce, hand-made products, activities and entertainment to Edgewater. With a focus on health and wellbeing the market strives to create a vibrant community around food and quality of life.

**Farmers Market Sponsor .....\$1000**

- Logo recognition on digital and printed marketing collateral as well as Chambers Farmers Market website.
- 

## EDGEWATER DEAL MAKERS:

Commercial brokers, property owners, entrepreneurs and investors gather to network and learn what Edgewater offers to new businesses.

**Gold Sponsor .....\$500**

**Silver Sponsor .....\$375**

**Bronze Sponsor .....\$250**

- Logo recognition on digital and printed marketing collateral as well as event's website.
  - Gold sponsors may address the participants at the event.
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## HOLIDAY GIFT GUIDE

A holiday shopping guide for visitors and residents that continues our effort to promote #ShopEdgewater and increase awareness of gift shopping options in the neighborhood. This print and online campaign will feature one item or package for each participating business that may be purchased as a gift.

**Sponsor.....\$500**

- Logo recognition on digital and printed marketing collateral as well as the event's website.
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1210 Rosedale Ave. Chicago, IL 60660 • (773) 561 - 6000 • [info@edgewater.org](mailto:info@edgewater.org)