



EDGEWATER CHAMBER OF COMMERCE

# **2023 SPONSORSHIP OPPORTUNITIES**

# EDGEWATER CHAMBER OF COMMERCE'S DIGITAL REACH



**Facebook:** 4,423 Followers



**Weekly "Edgewater Now" Newsletter:**  
5,245 Subscribers



**Instagram:** 3,057 Followers



**Website Homepage:**  
11,845 Annual Views



**Twitter:** 1,940 Followers

## EDGEWATER DEMOGRAPHICS



### POPULATION

**58,693** Residents

### TOTAL CHAMBER MEMBERS

**243** Small Businesses

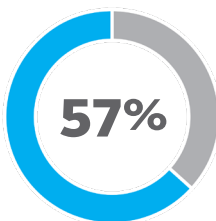
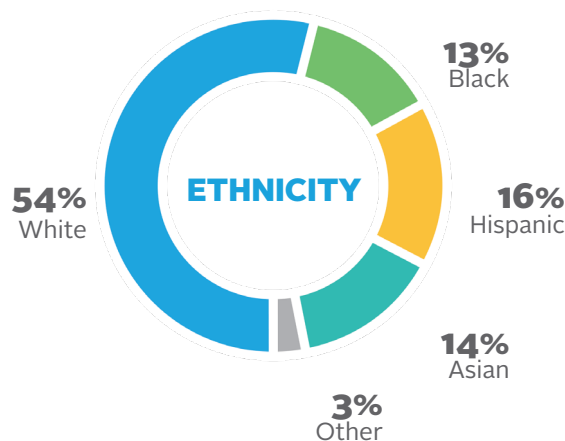


### HOUSEHOLDS

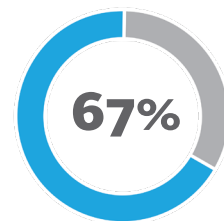
**28,890** Households

### MEDIAN HOUSEHOLD INCOME

**\$48,626**



**POPULATION OVER 25 WITH  
BACHELORS DEGREE OR HIGHER**



**POPULATION IN PEAK  
SPENDING YEARS (25-69)**

# BENEFITS OF SPONSORSHIP

As you work to grow your business, please consider sponsoring an Edgewater Chamber of Commerce event! The Chamber offers a full portfolio of marketing opportunities available to its members and small businesses in the community. The Chamber's events calendar offers a wide variety of options to promote your business to Edgewater's residents and business owners.

## SPONSORSHIP GUIDE

	SIGNATURE	NETWORKING	COMMUNITY ENRICHING	SMALL BUSINESS INVESTOR
Edgewater Assemblies		•		•
Monday Market	•		•	
Edgewater Yard and Sidewalk Sale			•	
Edgewater Arts Festival	•		•	
Bands on Broadway	•			
Winter Bryn Mawrkets			•	•
Devon Days			•	•
Ramblin' Around			•	
Fall Market			•	
Holiday Mixer	•	•		

## Sponsoring an event benefits your business by increasing:

### BUILD CUSTOMER LOYALTY AND TRUST:

Sponsoring locally demonstrates your company's commitment to community growth and prosperity, localism, sustainability, economic development, and entrepreneurship.

### Brand Visibility:

Put your brand in front of a large hyperlocal audience.

### SIGNATURE SPONSORSHIPS:

These annual events are central to the Edgewater Chamber of Commerce's mission, its fundraising efforts and its consumer base. These events are intrinsically "Edgewater" and well-recognized within the community.

### NETWORKING SPONSORSHIPS:

The Chamber hosts several relationship-building events that connect small business owners to new resources, potential

clients and fellow peers.

### 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.

# EDGEWATER ASSEMBLIES

Date: Quarterly events



Putting the right pieces together to grow a small business is not easy. For our quarterly assemblies we will bring consultants, leaders, technology experts and community builders together to have real conversations with business owners and their employees on how to continue to build the business together. This series is also a great opportunity to meet with other business owners in the community and network.

Sponsorship Benefits	Gold (\$750)	Silver (\$500)	Patron (\$250)
Opportunity to provide promotional materials at event check-in	•		
Opportunity to include business information in a promotional email leading into the event	•		
Access to attendee email list (opt-ins only)	•		
One (1) exclusive, event-related social media ad promoting your business	•	•	
Name or logo on <b>printed &amp; digital materials</b>	•	•	
Name or logo inclusion in <b>digital materials only</b>			•
Mention in Chamber's eNewsletter event ad	•	•	•
Opportunity to present on a topic	•		

## EVENT REACH:

- **Number of Attendees:** 55+ (per quarterly event)
- **Audience Demographics:** Business owners and local employees of all ages
- **Social Media Reach:** 4,400+ Facebook, 1,900+ Twitter and 3,000+ Instagram Followers
- **Event Webpage Views:** 2,000+
- **Edgewater Now eNewsletter Reach:** 5,250 Subscribers

# MONDAY MARKET

Date: Weekly from June 5 - September 25



Dedicated to supporting small farms and food businesses, championing local entrepreneurs, and creating a weekly event that educates the mind and nourishes the body and promotes vibrant living. We invite you and your team to join us at Edgewater's farmer's market to offer fresh produce, unique artisanal goods and community activities every Monday from June to September.

Sponsorship Benefits	Gold (\$1500)	Silver (\$750)	Bronze (\$500)
Exclusive sponsorship of activations including: Bands, demos and performances live at the market.	•		
Opportunity for an 8x8 tent/table to provide promotional materials at event, 1x per market season	•	•	
Name or logo on printed material; banners, postcards, posters	•	•	
One (1) exclusive, event-related social media ad promoting your business	•	•	•
Name or logo on <b>printed materials</b>	•	•	
Name or logo inclusion in <b>digital materials only</b>			•
Mention in Chamber's eNewsletter event ad	•	•	•
Acknowledgement within Chamber email blasts	•	•	•

## ALA CARTE SPONSORSHIPS:

- **\$2,500 Rest & dining area**
- **\$500 Water area for pets & people**
- **\$300 Music at the market (multiple)**
- **\$500 Community activities** - I.E. face painting, balloon artist, arts & crafts (multiple)
- **\$1,000 Decorative flags along the fence with a sponsor sign**

## EVENT REACH:

- **Number of Attendees:** 350-500+ per market
- **Audience Demographics:** Edgewater residents of all ages
- **Social Media Reach:** 4,400+ Facebook, 1,900+ Twitter and 3,000+ Instagram Followers
- **Event Webpage Views:** 2,000+
- **Edgewater Now eNewsletter Reach:** 5,250 Subscribers

# FALL MARKET

Date: Saturday, Oct 14, 2023



Edgewater's farmer's market, Fall edition. Brings back some of the community's favorites from the Monday Market to provide fresh produce, unique artisanal goods and everything pumpkin spice!

Sponsorship Benefits	Gold (\$1000)	Silver (\$750)	Bronze (\$500)
Opportunity for an 8x8 tent/table to provide promotional materials at event, 2x during market season	•		
Name or logo on printed material; banner, postcards, posters	•	•	
One (1) exclusive, event-related social media ad promoting your business	•	•	•
Name or logo on <b>printed and digital materials</b>	•	•	
Name or logo inclusion in <b>digital materials only</b>			•
Mention in Chamber's eNewsletter event ad	•	•	•
Acknowledgement within Chamber email blasts	•	•	•

## ALA CARTE SPONSORSHIPS:

- **\$500 Pumpkin Patch**
- **\$500 Photographer for family photos**
- **\$500 Water area for pets & people**
- **\$300 Music at the market**
- **\$500 Community activities** - I.E. face painting, balloon artist, arts & crafts (multiple)

## EVENT REACH:

- **Number of Attendees:** 750+
- **Audience Demographics:** Edgewater residents of all ages
- **Social Media Reach:** 4,400+ Facebook, 1,900+ Twitter and 3,000+ Instagram Followers
- **Event Webpage Views:** 2,000+
- **Edgewater Now eNewsletter Reach:** 5,250 Subscribers

# EDGEWATER ARTS FESTIVAL

Date: September 16-17



The Edgewater Arts Festival is a highly anticipated event for artists and art lovers in the community to come together to celebrate Edgewater's vibrant culture of art. The event combines high-caliber art with a unique "indie spirit" and a festive, relaxed community atmosphere that has become popular with artists and attendees alike.

Sponsorship Benefits	Platinum (\$15,000) Limit: 2	Gold (\$7,500)	Silver (\$2,500)	Bronze (\$1000)	Patron (\$500)
Main Stage Tower by "Your Company Name"	•				
Opportunity for an 10x10 tent/table to provide promotional materials at event	•	•			
<b>Name or logo on printed material; banner, postcards, posters</b>	•	•	•		
One (1) exclusive, event-related social media ad promoting your business on Chamber channels	•	•			
Recognition onsite (2) thank you banners	•	•	•	•	•
Recognition in event emails and newsletters	•	•	•	•	•
Logo with link to your website on <b>all digital promotions</b>	•	•	•		
Listing with business name on <b>website event page</b>				•	•
Tickets to VIP reception	6	4	2	1	1

## ALA CARTE SPONSORSHIPS:

- **\$5,000 Sponsored Entry Arch with Festival Logo**
- **\$2,000 Instagrammable Flower Art Sculpture**
- **\$750 Mini Performance stage area with banner**
- **\$1,000 VIP Reception Sponsor**
- **\$500 Musical/theatre acts** (multiple)
- **\$500 Kids table activities** (balloon artist, arts & crafts)
- **\$350 Student Art Tent**

## EVENT REACH:

- **Number of Attendees:** 10,000
- **Audience Demographics:** Residents of all ages, families, art enthusiasts
- **Social Media Reach:** 4,400+ Facebook, 1,900+ Twitter and 3,000+ Instagram Followers
- **Event Webpage Views:** 2,000+
- **Edgewater Now eNewsletter Reach:** 5,250 Subscribers

# BANDS ON BROADWAY

Date: Fridays in August



You'll hear live music on more than 15 restaurant patios in Edgewater every Friday throughout the month of August. Bands on Broadway is a way to encourage the community to dine out while supporting local businesses and musicians.

Sponsorship Benefits	Gold (\$1,000)	Silver (\$500)	Patron (\$250)
Sponsor chalk logo next to Bands on Broadway performance patios	•		
A-Frame signs at each location with logo	•		
One (1) Exclusive, Event-related social media ad promoting your business	•	•	
Name or logo on <b>printed material; banner, postcards, posters</b>	•	•	
Name or Logo on <b>digital materials</b>			•
Mention in Chamber' eNewsletter event ad	•	•	•
Acknowledgement within Chamber email blasts	•	•	•

## ALA CARTE SPONSORSHIPS:

- **\$1,000 Performance patio for 4 Fridays** (multiple)
- **\$500 Performance patio for 2 Fridays** (multiple)
- **\$500 Name added to table tents for restaurants**
- **\$250 Performance patio for 1 Friday** (multiple)
- **\$300 Musical act** (multiple)

## EVENT REACH:

- **Number of Attendees:** 1,500+
- **Audience Demographics:** Residents of all ages, families, music lovers
- **Social Media Reach:** 4,400+ Facebook, 1,900+ Twitter and 3,000+ Instagram Followers
- **Event Website Views:** 2,000+
- **Edgewater Now eNewsletter Reach:** 5,250 Subscribers



# WINTER BRYN MAWRKETS

## (INDOORS)

Date: Weekly in November & December



The Winter Bryn Mawrkets is Edgewater's way of highlighting all of the talented makers, artists and vendors in and around the community. It's a maker's market to celebrate the arts. The Winter Bryn Markets takes place indoors in the colder months.

Sponsorship Benefits	Gold (\$2,000)	Silver (\$1,000)	Bronze (\$250)
Opportunity for a table to provide promotional material	•		
Name or logo on printed material; banner, postcards, posters	•		
Name or logo on <i>digital materials only</i>		•	•
One (1) exclusive, event-related social media ad promoting your business	•	•	
Mention in Chamber' eNewsletter event ad	•	•	•
Acknowledgement within Chamber email blasts	•	•	•

### ALA CARTE SPONSORSHIPS:

- **\$2,500 Holiday decorations**
- **\$1,000 Santa & Mrs. Claus**
- **\$1,000 Sip 'N Shop**
- **\$300 Musical act** (multiple)
- **\$500 Community activities** - I.E. face painting, balloon artist, arts & crafts (multiple)
- **\$250 Yard signs**

### EVENT REACH:

- **Number of Attendees:** 150+ per market
- **Audience Demographics:** Edgewater residents of all ages
- **Social Media Reach:** 4,400+ Facebook, 1,900+ Twitter and 3,000+ Instagram Followers
- **Event Webpage Views:** 2,000+
- **Edgewater Now eNewsletter Reach:** 5,250 Subscribers

# DEVON DAYS

Date: Early Fall



A street celebration of everything Devon Avenue has to offer. Enjoy food from local restaurants, street performers and shop from multiple sidewalk sales.

Sponsorship Benefits	Gold (\$750)	Silver (\$500)	Patron (\$250)
Name or logo on printed material; banner, postcards, posters	•		
Name or logo on <b>printed materials</b>	•		
One (1) exclusive, event-related social media ad promoting your business	•	•	
Name or logo inclusion in <b>digital materials only</b>		•	•
Mention in Chamber's eNewsletter event ad	•	•	•
Acknowledgement within Chamber email blasts	•	•	•

## ALA CARTE SPONSORSHIPS:

- **\$500 Vendor/food cart**
- **\$300 Live painter** (multiple)
- **\$300 Musical act** (multiple)
- **\$250 A-Frame signs**

## EVENT REACH:

- **Number of Attendees:** 350+
- **Audience Demographics:** Residents of all ages, families
- **Social Media Reach:** 4,400+ Facebook, 1,900+ Twitter and 3,000+ Instagram Followers
- **Event Webpage Views:** 2,000+
- **Edgewater Now eNewsletter Reach:** 5,250 Subscribers

# HOLIDAY MIXER

Date: December 14



The Chamber's signature end-of-the-year holiday celebration. The Holiday Mixer is an opportunity for the community to unwind before the holidays, alongside business owners and elected officials.

Sponsorship Benefits	Gold (\$750)	Silver (\$500)	Patron (\$250)
Name or logo on <b>printed material; banner, postcards, posters</b>	•		
Logo or name included in name badge design	•		
Verbal name recognition by emcee	•		
One (1) exclusive, event-related social media ad promoting your business	•	•	
Name or logo inclusion in <b>digital materials only</b>		•	•
Mention in Chamber's eNewsletter event ad	•	•	•
Acknowledgement within Chamber email blasts	•	•	•
Tickets to the Event	6	4	2

## ALA CARTE SPONSORSHIPS:

- **\$1,500 Food sponsor**
- **\$1,00 Decorations sponsor**
- **\$750 Performance stage with banner**
- **\$300 Musical act/live painter** (multiple)
- **\$400 One free drink for attendees by your business**
- **\$350 Specialty bar drink named after your business**
- **\$350 Sponsor appetizers**
- **\$300 Cocktail napkins with logo**

## EVENT REACH:

- **Number of Attendees:** 100+
- **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:** 4,400+ Facebook, 1,900+ Twitter and 3,000+ Instagram Followers
- **Event Webpage Views:** 2,000+
- **Edgewater Now eNewsletter Reach:** 5,250 Subscribers

## EDGEWATER YARD AND SIDEWALK SALE:

One man's trash is another man's treasure! More than 200 households and 20+ businesses take part in this community favorite. You can find vendors set up from Foster to Devon and Clark to Sheridan.

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

- Your name or logo on digital and printed materials

**Sidewalk signs .....\$350**

- Your name or logo on the sidewalk A-frame signs set outside participating businesses

## RAMBLIN' AROUND:

Loyola University students are introduced to local businesses around their school through this dinner crawl. They will get to try free bite-sized samples of the best restaurants in Edgewater. A Ramblin' Around guide highlighting local businesses will be produced and distributed to students.

**Ad Sponsor.....Prices vary**

- Your ad printed on a Ramblin' Around guide.

## HOLIDAY GIFT GUIDE:

A guide to help the community buy gifts for their loved ones here in Edgewater, while supporting local businesses. There are more than 30 items and businesses highlighted throughout the guide!

**Holiday message.....\$250**

- Send the community a holiday message from your business printed in the gift guide.

## THEATRE DISTRICT:

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

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

- Logo recognition on digital and printed marketing collateral as well as the Chamber's 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

## DEAL MAKERS:

Startups and financial service providers gather to exchange contacts and network to bolster Edgewater as a business incubator.

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

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

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

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

# 2023/24 ELITE MEMBERSHIP

\$2000 (Payments can be made in monthly installments)

Runs for one year (June - June)

Benefits	Value/Visibility
All the perks of Premier Membership Level at the Chamber	\$485
Name or logo listed as "Elite Member" included in every Edgewater Now email sent by the Chamber	5,500 Subscribers (Weekly Distribution)
Name or Logo listed as "Elite Member" Holiday Mixer and Bands on Broadway promotional materials	\$250
Sponsor logo on the edgewater.org website (1,500 per month unique visitors)	\$1,800 (\$150 value per month)
A boosted Facebook post or ad for each event reaching a minimum of 1,000 viewers	\$180 (\$20 per boost/per event)
Free admission for two representatives for Annual Meeting and Holiday Mixer	\$50-\$110 per event
Name or Logo listed as "Elite Member" at Monday Market Farmers Market and unlimited tabling opportunities based on availability (June - September)	\$750
2023 promotional booth at Edgewater Arts Festival	\$1,545 (\$795 + \$750)
Logo placement at the Chamber office	
Opportunity to MC/Moderate a Chamber event and introduce the headliners/program speakers	
Dedicated in-depth Membership Spotlight-style profile piece via personalized email from Chamber to all its members	
Free 30 minute photo session with a Chamber-selected photographer for professional and promotional use. Digital download only for social media, website or promotional use	\$150

