

2019 Uptown Sponsorship Menu Uptown United & Business Partners, The Chamber for Uptown

In 2018 Uptown United and Business Partners, The Chamber for Uptown produced dozens of events that attracted a total of 80,000 young, global, modern consumers to Uptown's culturally rich community of businesses and organizations. Sponsor a portion of our public events in 2019 to connect your brand with our audience of trendsetting urbanites, visitors, and local business leaders. Please engage a board or staff member of Uptown United or Business Partners, The Chamber for Uptown to identify your organization's target audience, outreach goals, and find an opportunity that suits your needs.

Casino Uptown – Our Annual Gala!

Weekday evening, fall 2019 – Date TBD

2018 Attendees: 500+

2018 Marketing and media coverage: 3,000,000 impressions

Sponsorship levels: \$5,000 Marquee Sponsor | \$2,500 Gold Sponsor | \$1,500 Silver Sponsor | \$750 Bronze Sponsor

Forget stuffy, predictable fundraisers, Uptown United and Business Partners' annual gala transforms the historic Aragon Ballroom with live big-band jazz tunes, casino games, fabulous prizes, delicious local eats, and tempting libations. With more than 500 attendees, this must-attend event gathers Uptown's movers and shakers, local leaders, neighbors, and staff from local businesses and organizations for a night like no other. Show your support for our mission by sponsoring this signature event. Custom sponsorships are also available.

Uptown United Uptown Saturday Nights | State of Uptown | Argyle Night Market

Uptown Saturday Nights

Various venues in Uptown, select Saturday evenings, May – September

2018 Attendees: 300+ per event | 2,500 total

2018 Marketing and media coverage: 3,000,000+ impressions

2019 Sponsorship Levels: \$5,000 Season Sponsor | \$2,500 Event Sponsor

2019 marks the fifth season of the popular Uptown Saturday Nights (USN) program conceived by Uptown United and the Chicago Department of Cultural Affairs and Special Events (DCASE). USN is a series of free outdoor cultural programs and live entertainment located in and around the historic Uptown Entertainment District. Our ultimate goal is to attract a broader audience and reclaim Uptown's rightful mantle as Chicago's original—and current—entertainment district. Over 2,500 people attended USN events in 2018, and marketing and media coverage of the events reached more than three million people.

State of Uptown

A weekday luncheon in late May/early June, venue varies

2018 Attendees: 100+

2018 Marketing and media coverage: 40,000+ impressions

2019 Sponsorship Levels: \$1,000 Presenting Sponsor | \$500 Event Sponsor

Join Uptown's most engaged residents, business owners, and community leaders at our annual State of Uptown luncheon. This year, we will welcome Aldermen from the 46th, 47th, and 48th Wards and a special guest keynote speaker to discuss the state of our neighborhood and our city. Enjoy a delicious lunch and network with Uptown's most influential leaders.

[Download the 2019 State of Uptown Sponsorship Form.](#)

Argyle Night Market

Thursdays in July and August, 5pm - 9pm (beginning July 11)

2018 Attendees: 3,500 weekly | 45,000+ total

2018 Marketing and media coverage: 3,000,000+ impression

2019 Sponsorship Levels: \$10,000 Stage Sponsor | \$5,000 Season Sponsor | \$500 Weekly Sponsor

Part food market, part street festival, this award-winning program packs Argyle between Kenmore and Sheridan with local entertainment and global cuisine. Invest your brand in this Thursday evening summer series to help us celebrate Argyle's pan-Asian community and to provide neighborhood residents and seasonal tourists with a quintessentially Uptown event on Chicago's first shared street. [Download the 2019 Argyle Night Market Sponsorship Form.](#)

Contact Martin Sorge at martin@exploreuptown.org or 773.878.1064 to learn more about these opportunities. Custom sponsorship packages are available. Uptown United is a 501(c)(3) nonprofit organization. Your sponsorship is tax deductible.

Business Partners, The Chamber for Uptown Monthly Mixers | Toast of Uptown | Pride | Taste of Uptown | Winter Walk on Wilson

Monthly Mixers

Monthly, dates and times vary

2018 Attendance: 30-100 per event

2018 Marketing and media coverage: 40,000+ targeted impressions

2019 Sponsorship Levels:

- **In-Kind Host:** Does your business or organization want to get people into your doors? Consider hosting a monthly mixer at your location.
- **\$250 Sponsor:** Get additional exposure to local business leaders by sponsoring a monthly mixer. This gives you a chance to showcase your business to other local business and nonprofit leaders.

Make connections, build your business, and strengthen your organization. Business Partners, The Chamber for Uptown organizes monthly networking events for local businesses, organization leaders, and engaged neighbors to meet, connect and grow relationships that help their business to grow. The structure of these events varies—from morning coffee mixers, lunchtime speed-networking, to casual happy-hour networking. We also have networking events focused on topics, such as Women's Networking, non-profit organizations, and other industry-focused events. Consider becoming a host or a sponsor for these engaging local events.

Toast of Uptown, a Buena Park Wine Walk

Sunday, April 28, 2019, afternoon

2018 Attendees: 250

2018 Marketing and media coverage: 400,000+ impressions

2019 Sponsorship Levels (suggested): \$2,000 Presenting Sponsor | \$500 Event Sponsor

Business Partners, The Chamber for Uptown will host our second annual wine walk in Buena Park to promote local business and engage the local consumer. Buena Park Deli & Wine and local restaurants are helping to curate a list of premium wines available in the neighborhood, and more than 250 locals will join us for an afternoon of sipping and strolling through Uptown.

50th Annual Chicago Pride Parade - Uptown Float

Sunday, June 30, 2019

2018 Attendees: estimated 1,000,000+

2018 Marketing and media coverage: 13,000,000+ impressions

2019 Sponsorship Levels (suggested): \$5,000 Lead Sponsor | \$2,500 Highlighted Sponsor | Marcher Sponsor (cost varies)

Show that you are Uptown Proud by joining local businesses and organizations on our annual Pride Parade Float. The parade kicks off in Uptown and it's estimated that more than one million attendees come to view the parade, making it one of the largest Pride celebrations in the world. Sponsoring and marching in the parade is a great way to show that your business or organization celebrates our LGBTQ+ community and our neighborhood.

Taste of Uptown

Wednesday, September 26, 2019, 5:30-8:30pm (tentative)

2018 Attendees: 300

2018 Marketing and media coverage: 400,000+ impressions

2019 Sponsorship Levels (suggested): \$2,000 Presenting Sponsor | \$500 Event Sponsor

Celebrating the culinary diversity of Uptown, this annual restaurant crawl hosts over 300 hungry neighbors at over 20 local eateries. Now in its fourth year, the Taste of Uptown has become a neighborhood favorite and a way for locals and visitors alike to discover new favorite eateries. Sponsorship for this annual event exposes your business or organization to thousands and shows your support for Uptown's ever-growing dining scene.

Winter Walk on Wilson

Friday, December 6, 2019, 5:30-7:30pm

2018 Attendees: 1,000

2018 Marketing and media coverage: 400,000+ impressions

2019 Sponsorship Levels: \$1,000 Presenting Sponsor | \$500 Event Sponsor

The heart of Uptown comes alive as businesses open their doors for this free, family-friendly event celebrating the holiday season. Strolling musicians, treats, a pop-up market, and more will warm your heart on this December evening. Sponsorship for this event will reach more than 400,000 through radio and online advertising, and this event shows your support for Wilson Avenue's community of small businesses and non-profit organizations.

Contact John Blick at john@explorepride.org or 773.878.1184 to learn more about these opportunities. Custom sponsorship packages are available.