

MAXWELL STREET MARKET

SUNDAYS

For more than 100 years, the **Maxwell Street Market** has thrived as one of the oldest open-air markets in the nation offering an eclectic assortment of handmade crafts, resale housewares and clothing. The Market is open every Sunday, April 3 to December 18 from 9am – 3pm.

The legendary market has also evolved into a “foodie” mecca that serves some of the City’s tastiest street food. Family-friendly live entertainment and special programming on select dates draw larger than normal attendance that maximize visitor engagement.

Special programming dates:

June 5 **Blues Music Celebration**

June 19 **Juneteenth Celebration**

July 3 **House Music Celebration**

July 24 **Chicago SummerDance Pop Up**

September 4 **Jazz Music Celebration**

October 30 **Halloween/Día de los Muertos Celebration**

800 S. Desplaines St.

SPONSORSHIP OPPORTUNITIES

Space Only Sponsor starting at \$3,000 per day at Maxwell Street Market

AUDIENCE PROFILE (2019)

Chicagoan (65%), 35–44 years old (28%), Married (53%), \$40,000–\$79,999 (36%), Male (57%), Caucasian (43%), African American (31%) and Hispanic (26%)

CHICAGO HOUSE MUSIC FESTIVAL

SEPTEMBER 16

The Chicago House Experience is high energy, fast paced and a Chicago original! The event features DJs and live performances showcasing the various sounds and styles of house music, the genre born in Chicago that has gone on to revolutionize dance music internationally.

Partnerships with local music venues and community organizations expand programming and brand visibility throughout the city. These events celebrate Chicago House Music – a truly original genre created in the city during the 1980s. The form takes its name from an old Chicago night club called The Warehouse, where resident DJ Frankie Knuckles mixed old disco classics, Euro-pop and electronic beats into a high-energy amalgamation.

Millennium Park & other citywide locations

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$30,000
Space Only Sponsor starting at \$7,500

AUDIENCE PROFILE (2019)

Chicagoan (59%), 26–34 years old (33%), Single (54%), \$40,000–\$59,999 (29%), Female (57%), Caucasian (41%), African American (40%) and Hispanic (18%)

