



2024 EVENT DECK



For more than two decades StarEvents has been a leader in event production. Proudly based in Chicago, StarEvents promotes local businesses and artists, stimulating the economy and bringing community together.

As a partner with hundreds of nonprofit organizations, city chambers, and neighborhood associations, StarEvents is proud to support diverse communities all across Chicago. With more than 25 million dollars raised for charity, the hope is to inspire attendees and leave a lasting impact.

StarEvents has produced some of Chicago's most iconic festivals, art fairs, races, and block parties. Seeing over a million attendees each year. With decades of experience and industry partnerships, we are proven experts at transforming events into the ultimate experience.



MEET SOME OF OUR PARTNERS...



PARTNERSHIPS

Over a million potential customers attend our events EACH YEAR. And we can put your brand in the heart of it all. We hand pick the best neighborhoods in Chicago to build events that support the local community.

Why Partner With Us:

- Heighten brand visibility and exposure to an influential audience
- Generate awareness with on-site displays and logo inclusion
- Distribute retail incentives on-site
- Capitalize on our highly targeted website, social media platforms, and monthly newsletter
- Face-to-Face interaction
- Show social involvement





OUR 2024 EVENT SEASON

May 17 - 19

June 7

July 13 - 14

July 26

August 2 - 4

August 9 - 11

August 24

August 30

August 31 - September 1

September 7

September 20 - 21

September 28 - 29

Chicago Mayfest

Fridays on Fulton

Southport Art Fest

Fridays on Fulton

Festa Italiana

Retro on Roscoe

Chalk Howard Street Fest

Fridays on Fulton

West Loop Art Fest

Vegan Fest (Name TBD)

West Loop Bavarian Block Party

Hyde Park Jazz Festival





OUR REACH



30K



7K



1M

350K+

ATTENDEES



1M+

IMPRESSIONS



700K+

LIKES



CHICAGO MAYFEST

LINCOLN PARK, MAY 17-19

Located in the heart of Lincoln Park, this popular destination boasts a vibrant cultural scene, with trendy boutiques, renowned restaurants, and historic architecture, making it a dynamic and beloved destination for both locals and visitors alike.

Known as Chicago’s summer kickoff event, Mayfest is designed to showcase and support the local neighborhood through celebration. Experience Chicago’s top local bands, skilled artisans, delicious food and all the libations needed to light up your weekend.

SPONSORSHIP OPPORTUNITY

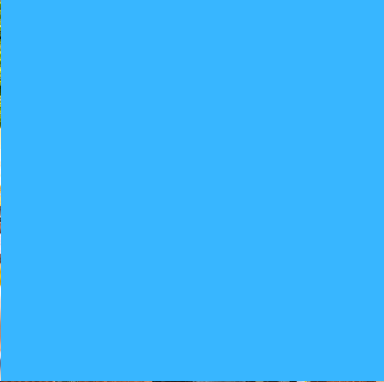
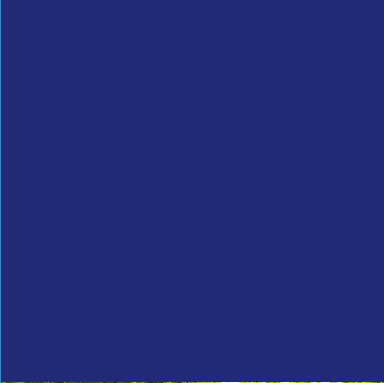
Sponsorship pricing is based on desired footprint size. A 10' x 10' space at Mayfest starts at \$2,500 and can increase based on size, exclusivity, equipment rental, and sampling permit.

ESTIMATED ATTENDANCE

45,000 (2023)

ATTENDEE DEMOGRAPHICS

Home Renter (62.6%), Single (57.7%), 25 - 34 Years Old (36%), Male (50.4%), Bachelor’s Degree (49.1%), Caucasian (73.4%), Hispanic (9.3%), African American (7.1%), Asian American (7.2%)



FRIDAYS ON FULTON

WEST LOOP, JUNE 7, JULY 26, AUGUST 30

Introducing Fridays on Fulton. This new event series will span over three Fridays with a goal to provide a fun and exciting environment for people to kick off their weekend with. As a celebration of arts, music and culture, this event series will hold a DJ stage, live activations, and a drink bar in the heart of Fulton Market.

Fulton Market has a cool industrial vibe that bursts with activity, thanks to tons of trendy restaurants and bars that have taken over the old warehouse spaces. Dynamic cultural attractions such as Fridays on Fulton make Fulton Market a hotspot for locals and visitors alike.

SPONSORSHIP OPPORTUNITY

Sponsorship pricing is based on desired footprint size. A 10' x 10' space at Fridays on Fulton starts at \$1,500 and can increase based on size, exclusivity, equipment rental, and sampling permit.

ESTIMATED ATTENDANCE

15,000

ATTENDEE DEMOGRAPHICS

Home Renter (65.5%), Single (60.1%), 25 - 34 Years Old (68%), Male (50.4%), Graduate Degree (44.6%), Caucasian (63%), Hispanic (9%), African American (7%), Asian (21%)



SOUTHPORT ART FEST

WRIGLEYVILLE, JULY 13-14

Chicago’s iconic Southport Corridor blooms to life this summer when Southport Art Fest takes over. Featured in TimeOut Chicago as one of the “Best Art Festivals in Town,” the event will feature an assorted mix of fine art in a picture-perfect Chicago neighborhood street festival.

Southport is one of Chicago’s most charming residential neighborhoods. The Southport Corridor is an affluent, walkable area just a couple miles north of the Loop. This area offers a welcoming community that appreciates the arts.

SPONSORSHIP OPPORTUNITY

Sponsorship pricing is based on desired footprint size. A 10' x 10' space at Southport Art Fest starts at \$2,000 and can increase based on size, exclusivity, equipment rental, and sampling permit.

ESTIMATED ATTENDANCE

25,000 (2023)

ATTENDEE DEMOGRAPHICS

Home Renter (61%), Single (59.1%), 22 - 39 Years Old (36%), Male (51%), Bachelor’s Degree (53.3%), Caucasian (85.1%), Hispanic (9.6%), African American (5.3%)



FESTA ITALIANA

NAPERVILLE, AUGUST 2-4

Naperville consistently ranks as a top community in the nation. Named the fourth best city in America to raise a family, Naperville truly is a gem of a community.

Festa Italiana showcases the heart of authentic Italian culture through music, food, and entertainment. Set against the historic backdrop of the enchanting Naper Settlement, attendees can enjoy mouth watering Italian food, pasta making classes, and fine wine.

SPONSORSHIP OPPORTUNITY

Sponsorship pricing is based on desired footprint size. A 10' x 10' space at Festa Italiana starts at \$2,000 and can increase based on size, exclusivity, equipment rental, and sampling permit.

ESTIMATED ATTENDANCE

30,000 (2023)

ATTENDEE DEMOGRAPHICS

Home Owner (75%), Married (54.3%), 18 - 44 Years Old (31.8%), Female (51%), Bachelor's Degree (37.3%), Caucasian (76.1%), Asian (18.7%), African American (5.2%)



RETRO ON ROSCOE

ROSCOE VILLAGE, AUGUST 9-11

Roscoe Village has earned the nickname “The Village Within the City” for it’s small town feel and overall charm. This cozy little pocket is an eclectic mix of unique boutiques, classic frame and brick homes, and locally owned eateries.

Referred to by Patch as a “Generation X haven”, Chicagoans looking for a blast from the past don’t need to look further than the Retro on Roscoe festival. Put the pedal to the metal with the Antique and Classic Car and Motorcycle Show. Live music will play oldies, throwbacks along with popular hits to keep festival-goers moving through the summer night.

SPONSORSHIP OPPORTUNITY

Sponsorship pricing is based on desired footprint size. A 10' x 10' space at Festa Italiana starts at \$3,000 and can increase based on size, exclusivity, equipment rental, and sampling permit.

ESTIMATED ATTENDANCE

60,000 (2023)

ATTENDEE DEMOGRAPHICS

Home Renter (58%), Single (54.2%), 22 - 39 Years Old (47.5%), Female (51%), Bachelor’s Degree (30.6%), Caucasian (82.5%), Hispanic (12.4%), African American (5.2%)



CHALK HOWARD STREET FEST

ROGERS PARK, AUGUST 26

Chalk Howard Street in Rogers Park is Chicago's first and only major chalk art festival. Presented by the Rogers Park Business Alliance, Chalk Howard Street Fest features world-renowned 3D and 2D chalk artists, food by local purveyors, opportunities for amateur artists and family-friendly music and entertainment.

Rogers Park is one of Chicago's most diverse neighborhoods. If you are looking for art, culture and a sandy shoreline, Rogers Park is the perfect destination.

SPONSORSHIP OPPORTUNITY

Sponsorship pricing is based on desired footprint size. A 10' x 10' space at Chalk Howard Street Fest starts at \$2,000 and can increase based on size, exclusivity, equipment rental, and sampling permit.

ESTIMATED ATTENDANCE

10,000 (2023)

ATTENDEE DEMOGRAPHICS

Home Renter (71.9%), Single (60.1%), 22 - 39 Years Old (58.6%), Female (52%), Bachelor's Degree (28.9%), Caucasian (44%), Hispanic (19.9%), African American (26.8%), Asian (4.6%)



WEST LOOP ART FEST

WEST LOOP, AUGUST 31–SEPTEMBER 1

The West Loop Art Fest is the perfect destination for a late summer shopping experience or ambient evening stroll. A diverse range of art mediums will be on display from talented artists around the country.

Chicago’s West Loop neighborhood is ever-evolving. New businesses are constantly popping up left and right to suit an array of visitors who come to enjoy one of the city’s most popular areas. The hip West Loop is now a dining and nightlife hotspot. Fulton Market has a cool industrial vibe that bursts with activity, thanks to tons of trendy restaurants and bars that have taken over the old warehouse spaces.

SPONSORSHIP OPPORTUNITY

Sponsorship pricing is based on desired footprint size. A 10' x 10' space at the West Loop Art Fest starts at \$2,000 and can increase based on size, exclusivity, equipment rental, and sampling permit.

ESTIMATED ATTENDANCE

25,000 (2023)

ATTENDEE DEMOGRAPHICS

Home Renter (65.5%), Single (60.1%), 25 - 34 Years Old (41%), Male (50.4%), Graduate Degree (44.6%), Caucasian (63%), Hispanic (9%), African American (7%), Asian (21%)



VEGAN FEST (NAME TBD)

LOGAN SQUARE, SEPTEMBER 7

This brand new festival is a vibrant ode to the vegan lifestyle, showcasing the best in cruelty-free cuisine, eco-conscious products, and community connections.

Logan Square is the perfect spot for a vegan festival. With a thriving, multi-cultural community of arts organizations, intimate music venues, and locally owned shops. Its creative energy and urban vibe make it a go-to for locals looking for the next cool thing.

SPONSORSHIP OPPORTUNITY

Sponsorship pricing is based on desired footprint size. A 10' x 10' space at vegan fest starts at \$1,500 and can increase based on size, exclusivity, equipment rental, and sampling permit.

ESTIMATED ATTENDANCE

15,000

ATTENDEE DEMOGRAPHICS

Home Renter (62%), Single (55%), 25 - 34 Years Old (31%), Female (60%), Bachelors Degree (35%), Caucasian (46%), Hispanic (40%), African American (10%), Asian (4%)



WEST LOOP BAVARIAN BLOCK PARTY

WEST LOOP, SEPTEMBER 20-21

Celebrate all things Bavarian at Chicago's very own Bavarian Oktoberfest. This one of a kind Oktoberfest will feature classic Oompah music, a beer hall, brats, bretzels, and beverages for everyone to enjoy.

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SPONSORSHIP OPPORTUNITY

Sponsorship pricing is based on desired footprint size. A 10' x 10' space at the West Loop Bavarian Block Party starts at \$2,000 and can increase based on size, exclusivity, equipment rental, and sampling permit.

ESTIMATED ATTENDANCE

20,000 (2023)

ATTENDEE DEMOGRAPHICS

Home Renter (65.5%), Single (60.1%), 25 - 34 Years Old (41%), Male (50.4%), Graduate Degree (44.6%), Caucasian (63%), Hispanic (9%), African American (7%), Asian (21%)



HYDE PARK JAZZ FEST

HYDE PARK, SEPTEMBER 28-29

Culturally diverse, the Hyde Park neighborhood exemplifies the best of a small town with bustling metropolitan qualities. Ranking number 14 in Time Out's new list of "40 Coolest neighborhoods in the world" for 2023, Hyde Park is the perfect location to enjoy a weekend of jazz music.

This remarkable two-day free festival showcases collaboration between academic, cultural and community institutions, and local businesses to present over 30 bands in a variety of settings throughout the Hyde Park neighborhood.

SPONSORSHIP OPPORTUNITY

Sponsorship pricing is based on desired footprint size. A 10' x 10' space at the Hyde Park Jazz Festival starts at \$2,000 and can increase based on size, exclusivity, equipment rental, and sampling permit.

ESTIMATED ATTENDANCE

25,000 (2023)

ATTENDEE DEMOGRAPHICS

Home Renter (71.7%), Married (61%), 45 - 54 Years Old (55.7%), Female (54%), Masters Degree (53%), Caucasian (45%), Hispanic (7%), African American (26%), Asian (7%)





Contact Us

Phone	+1 (773) 665-4682
Website	www.StarEvents.com
Email	Info@StarEvents.com
Address	1609 W Belmont Ave Chicago IL, 60657

THANK YOU!