MORE THAN JUST A STREET FESTIVAL

SQUARE ROOTS

JULY 8-10, 2022 • LINCOLN SQUARE
Square Roots brings together the best of Lincoln Square, Chicago, and beyond, with live music, family fun, local restaurants and vendors, and the biggest midwest craft beer selection of any Chicago street fest.

Our annual festival encourages community growth and provides critical fundraising for two legendary non-profits.
Over 70 musical acts on 4 stages

Recent performers include:
- Son Volt
- The Jayhawks
- Beach Bunny
- Cracker
- Mekons
- Lydia Loveless
- My Brightest Diamond
- Pokey LaFarge
- Dessa
- Kermit Ruffins
- Lera Lynn
- Sidi Touré
- Dale Watson
- Fatoumata Diawara
- The Handsome Family
- Matthew Sweet

& more!
Our festival attracts desirable audiences and neighbors who put community first. 79% of Square Roots attendees live on the North Side of Chicago, most within just two miles of Lincoln Square neighborhood.

**DEMOGRAPHICS FROM OUR FESTIVAL’S 2-MILE RADIUS**

<table>
<thead>
<tr>
<th></th>
<th>UPTOWN</th>
<th>NORTH CENTER</th>
<th>ALBANY PARK</th>
<th>LINCOLN SQUARE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POPULATION</strong></td>
<td>57,182</td>
<td>35,114</td>
<td>48,396</td>
<td>40,494</td>
</tr>
<tr>
<td><strong>UNDER 20</strong></td>
<td>13.2%</td>
<td>26.3%</td>
<td>25.1%</td>
<td>17.9%</td>
</tr>
<tr>
<td><strong>20-49</strong></td>
<td>57.3%</td>
<td>52.7%</td>
<td>49.3%</td>
<td>56.5%</td>
</tr>
<tr>
<td><strong>50+</strong></td>
<td>29.5%</td>
<td>21%</td>
<td>25.6%</td>
<td>25.6%</td>
</tr>
<tr>
<td><strong>MEDIAN INCOME</strong></td>
<td>$55,000</td>
<td>$125,000</td>
<td>$62,000</td>
<td>$81,000</td>
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**OUR REACH**
Over 180,000 people live within the 2-mile radius around Lincoln Square.
Sponsorship Packages

Square Roots can put your business or brand to work. Check out our sponsorship opportunities, or come to us with your unique idea! Contact Melissa Lagowski at Melissa@bigbuzzideagroup.com or 773.804.8589.

Songs
$20,000+

Includes these great benefits plus all of the following benefits at lower levels

- Recognition as a Presenting Sponsor of Square Roots
- Premier Placement on All Promotional Materials
- Naming Rights (To be negotiated)

Kegs
$10,000 - $19,999

- Main Stage Company Logo Placement
- Inclusion in Press Release and Media Alerts
- Naming Rights for one indoor stage
- Plus ALL benefits at lower levels

Hops
$5,000 - $9,999

- Company Logo included on Event T-Shirt
- Company Logo included on Paid Print Advertising & Programs
- Naming Rights for festival collateral
- Plus ALL benefits at lower levels
**Sponsorship Opportunities continued**

<table>
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<tr>
<th>Level</th>
<th>Amount</th>
<th>Benefits</th>
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</table>
| Growlers | $3,000 - $4,999 | • Naming Rights for festival area  
• Free Ad in Community Newsletter  
• Free Ad on Event Website  
• Plus ALL benefits at lower levels |
| Fiddles | $1,500 - $2,999 | • Emcee Stage Recognition  
• One (1) Free booth space on-site at event  
• Company Banner to be hung on-site at event  
• Logo Inclusion on Event Website  
• Event T-Shirts  
• Plus ALL benefits at lower levels |
| Banjos | $750 - $1,499 | • Event Website Listing  
• Free Event Passes  
• Inclusion on Posters & Postcards  
• Social Media Recognition  
• Newsletter Recognition |

Ready to talk about sponsorship? We're ready to have you involved!  
Contact Melissa Lagowski at Melissa@bigbuzzideagroup.com or 773.804.8589.
A la Carte Sponsorship

Put together your ideal sponsorship package! Contact Melissa Lagowski at Melissa@bigbuzzideagroup.com or 773.804.8589.

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<thead>
<tr>
<th>PRICE RANGE</th>
<th>ADVERTISING</th>
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<tbody>
<tr>
<td></td>
<td>Door-to-Door Mailing (8,000-15,000 Household Distribution)</td>
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<td></td>
<td>Event Program (35,000-40,000 Attendees)</td>
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<thead>
<tr>
<th>PRICE RANGE</th>
<th>SPONSORSHIP</th>
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<tbody>
<tr>
<td></td>
<td>Beverage/Food Tickets</td>
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<tr>
<td></td>
<td>Beverage Wristbands (20,000 Printed)</td>
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<td></td>
<td>Beverage Cups</td>
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<td></td>
<td>Volunteer Shirts</td>
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<table>
<thead>
<tr>
<th>PRICE RANGE</th>
<th>NAMING RIGHTS</th>
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<tr>
<td></td>
<td>Event Stages</td>
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<tr>
<td></td>
<td>Kids Zone</td>
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<td></td>
<td>Craft Brew Lounge</td>
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<td></td>
<td>Artisan &amp; Makers Market</td>
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<td>Entrance Gates</td>
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<thead>
<tr>
<th>PRICE RANGE</th>
<th>PROGRAM SUPPORT</th>
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<tr>
<td></td>
<td>Nonprofit Grant Program</td>
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<td></td>
<td>Green Initiatives/Recycling Program</td>
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FRIDAY, JULY 8 • 5-10PM
SATURDAY, JULY 9 • 12-10PM
SUNDAY, JULY 10 • 12-9PM

4400-4600 N LINCOLN AVE, CHICAGO IL

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squareroots.org