

**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.**



# Square Roots • Facts & Figures



**3 days of  
summer fun**

**40,000+  
attendance**

**40 local  
craft brews**

**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!**

**Local media  
coverage**

WGN-TV	WXRT
WBEZ	Chicago Tribune
Chicago Public Radio	Time Out Chicago
WCIU-TV	Chicago Reader
Windy City Live	Chicago Magazine
WLS-TV	Crains
WBBM	Chicago Weekly
WFLD-TV	<b>&amp; many more!</b>
WGN-AM Radio	

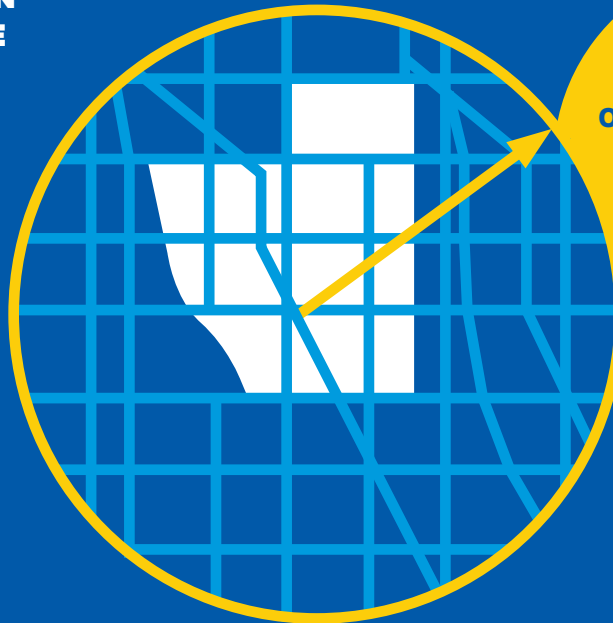


# Our festival attracts desirable audiences and neighbors who put community first.

79% of Square Roots attendees live on the North Side of Chicago, most within just two miles of Lincoln Square neighborhood.



**LINCOLN  
SQUARE**



## **OUR REACH**

**OVER 180,000 PEOPLE  
LIVE WITHIN THE  
2-MILE RADIUS  
AROUND  
LINCOLN  
SQUARE**

### **DEMOGRAPHICS FROM OUR FESTIVAL'S 2-MILE RADIUS**

	<b>UPTOWN</b>	<b>NORTH CENTER</b>	<b>ALBANY PARK</b>	<b>LINCOLN SQUARE</b>
<b>POPULATION</b>	57,182	35,114	48,396	40,494
<b>UNDER 20</b>	13.2%	26.3%	25.1%	17.9%
<b>20-49</b>	57.3%	52.7%	49.3%	56.5%
<b>50+</b>	29.5%	21%	25.6%	25.6%
<b>MEDIAN INCOME</b>	\$55,000	\$125,000	\$62,000	\$81,000

# 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](mailto: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



### 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](mailto:Melissa@bigbuzzideagroup.com) or

**773.804.8589.**

# A la Carte Sponsorship

Put together your ideal sponsorship package! Contact Melissa Lagowski at [Melissa@bigbuzzideagroup.com](mailto:Melissa@bigbuzzideagroup.com) or 773.804.8589.

## PRICE RANGE

### ADVERTISING

Door-to-Door Mailing (8,000-15,000 Household Distribution)	\$500-\$1,750
Event Program (35,000-40,000 Attendees)	\$300-\$500

### SPONSORSHIP

Beverage/Food Tickets	\$1,750-\$3,500
Beverage Wristbands (20,000 Printed)	\$1,000-\$2,000
Beverage Cups	\$1,250-\$2,500
Volunteer Shirts	\$2,000-\$4,000

### NAMING RIGHTS

Event Stages	\$5,000-\$10,000
Kids Zone	\$1,500-\$3,000
Craft Brew Lounge	\$1,500-\$3,000
Artisan & Makers Market	\$1,500-\$3,000
Entrance Gates	\$1,000-\$2,000

### PROGRAM SUPPORT

Nonprofit Grant Program	\$500-\$1,000
Green Initiatives/Recycling Program	



# SQUARE ROOTS

**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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**Melissa@bigbuzzideagroup.com**

**[squareroots.org](http://squareroots.org)**