

MORE THAN JUST A STREET FESTIVAL

**SQUARE
ROOTS**



JULY 7-9, 2023 • 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	& many more!
WGN-AM Radio	

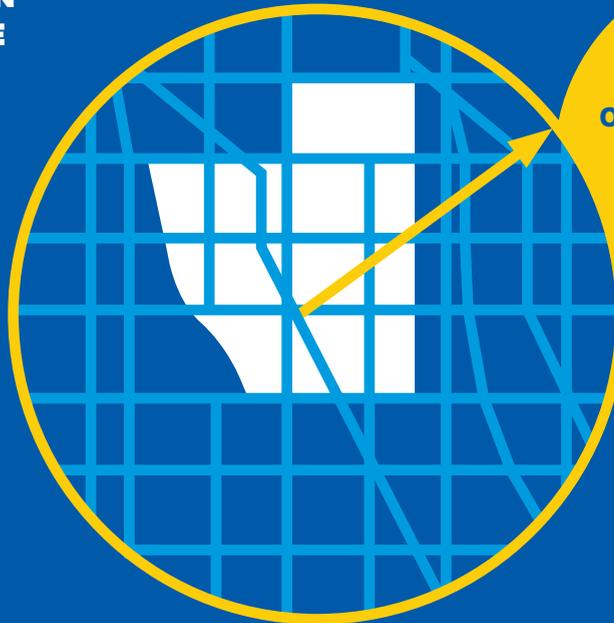


Our festival attracts desirable audiences and neighbors who put community first.

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

	UPTOWN	NORTH CENTER	ALBANY PARK	LINCOLN SQUARE
POPULATION	57,182	35,114	48,396	40,494
UNDER 20	13.2%	26.3%	25.1%	17.9%
20-49	57.3%	52.7%	49.3%	56.5%
50+	29.5%	21%	25.6%	25.6%
MEDIAN INCOME	\$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!

Songs



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



- 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



- 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

- Naming Rights for festival area
- Free Ad in Community Newsletter
- Free Ad on Event Website
- Plus ALL benefits at lower levels



Fiddles

- 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

- 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!

A la Carte Sponsorship

Put together your ideal sponsorship package!

ADVERTISING

Door-to-Door Mailing
(8,000-15,000 Household Distribution)
Event Program (35,000-40,000 Attendees)

SPONSORSHIP

Beverage/Food Tickets
Beverage Wristbands (20,000 Printed)
Beverage Cups
Volunteer Shirts

NAMING RIGHTS

Event Stages
Kids Zone
Craft Brew Lounge
Artisan & Makers Market
Entrance Gates

PROGRAM SUPPORT

Nonprofit Grant Program
Green Initiatives/Recycling Program



SQUARE ROOTS

FRIDAY, JULY 7 • 5-10PM
SATURDAY, JULY 8 • 12-10PM
SUNDAY, JULY 9 • 12-9PM

4400-4600 N LINCOLN AVE, CHICAGO IL

Ready to talk about sponsorship? We're ready to have you involved!

squareroots.org