

MORE THAN JUST A STREET FESTIVAL



JULY 10-12, 2026 • CHICAGO'S 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.



Old Town School of Folk Music

Have Fun & Do Good!

Square Roots is a truly local festival. Sponsorship dollars and on-site donations stay in the community.



Lincoln Square Ravenswood Chamber Of Commerce

Founded in 1948, LSRCC is a non-profit association of 250 businesses, institutions, and professionals in Chicago's Lincoln Square and Ravenswood neighborhoods. The LSRCC supports local business with events, workshops, and also acts as service provider for economic development in the neighborhood's vibrant shopping districts. *Proceeds from Square Roots support community place-making projects, small business workshops and much more.*

lincolnsquare.org



Old Town School of Folk Music

Chicago's Old Town School is the largest community school of the arts in the U.S. and a non-profit organization dedicated to bringing people together to learn, create, perform, and enjoy music and dance. Founded in 1957, OTSFM offers over 700 group classes weekly in a wide range of music, dance, and arts to people of all ages, abilities, and backgrounds. Additionally, OTSFM hosts over 400 concerts and community events each year. *Proceeds from Square Roots support scholarship programs and artist-in-residence programs at public schools around Chicagoland.*

oldtownschool.org

Square Roots • Facts & Figures



**3 days of
summer fun**

**40,000+
attendance**

**Chicago
craft brews**

Over 50 acts on 4 stages outside & indoors!

Truly unique for a street festival, our main stages are outdoors and utilize the concert halls inside Old Town School of Folk Music for more intimate performances (and air conditioning!)

From major headliners, world music superstars, to emerging artists, and local superstars, there's something for everybody! Dance lessons, interactive workshops, kids performances, parades and more are included on the schedule every year.

Recent performers include

The New Pornographers • Superchunk • Real Estate
Son Volt • Calexico • The Jayhawks • Finom
Beach Bunny • Cracker • Mekons • Lydia Loveless
Pokey LaFarge • Eleventh Dream Day • Lera Lynn
Sidi Touré • Dale Watson • Fatoumata Diawara
Matthew Sweet Slow Pulp • Guided By Voices
Jon Langford • DEHD • Ted Leo & more!

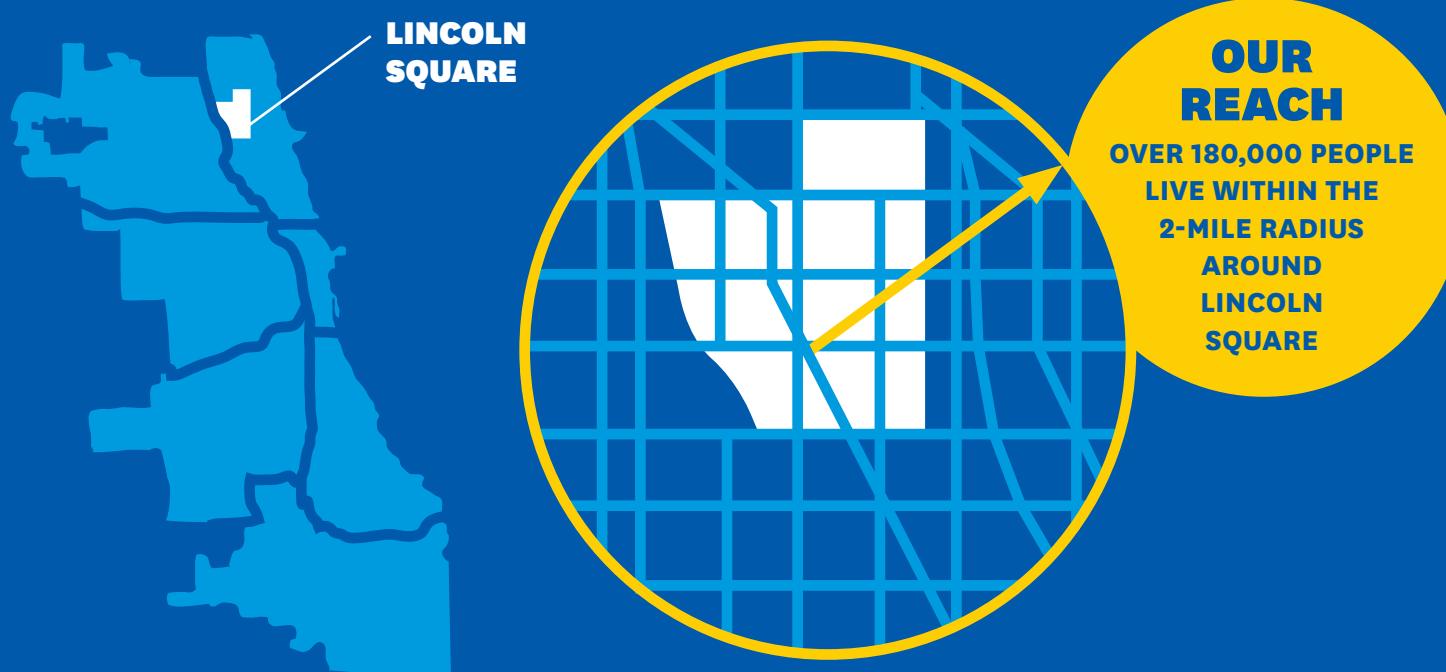


Local media coverage

WGN-TV	Chicago Tribune
WBEZ	Block Club Chicago
Chicago Public Radio	Time Out Chicago
Radio WCIU-TV	Windy City Live
WLS-TV	Chicago Reader
WBBM	Chicago Magazine
WGN-AM Radio	Crains Chicago Weekly
WXRT	& many 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

	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 – all budgets are welcome!

Songs



\$24,600 & UP

- Recognition as a Presenting Sponsor of Square Roots
- Premier Placement on All Promotional Materials
- Naming Rights (To be negotiated, pending approval)
- Free booth space (up to 10' x 50')
- Passes, t-shirts, social media mentions

INCLUDES THESE GREAT BENEFITS PLUS ALL OF THE FOLLOWING BENEFITS AT LOWER LEVELS

Kegs



\$12,600 - \$24,599

- Main Stage Company Logo Placement
- Inclusion in Press Release and Media Alerts
- Naming Rights for one indoor stage
- Free booth space (up to 10' x 40')
- Social media mentions
- Plus ALL benefits at lower levels

Exclusivity is available at this level.

Hops



\$6,600 - \$12,599

- Company Logo included on Event T-Shirt
- Company Logo included on Paid Print Advertising & Programs
- Free booth space (up to 10' x 30')
- Plus ALL benefits at lower levels

Sponsorship Opportunities continued



Growlers

\$4,200 - \$6,599

- Naming Rights for high-traffic festival area (Bike Parking, Art Tent etc.)
- Logo inclusion in community newsletter and on website
- Free booth space (up to 10' x 20')
- Plus ALL benefits at lower levels



Fiddles

\$2,400 - \$4,199

- Emcee Stage Recognition
- Free booth space (up to 10' x 10')
- Company Banner to be hung on-site at event
- Logo Inclusion on Event Website
- Event T-Shirts
- Plus ALL benefits at lower levels



Banjos

\$1,500 - \$2,399

- 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!

Sponsorship Opportunities continued

Digital Advertiser

\$600

Digital ads available on sqrareroots.org.

Offer deals, coupons, or link to the URL of your choice to showcase your brand and attract festival-goers to your business

(2024: 78k users / 160k pageviews)



In-Kind Donation

In-Kind donations are extremely helpful and valuable to Square Roots! Please consider how your brand or organization can help provide critical services to the festival. Sponsorship benefits are awarded at the value equivalent to the dollar value of the donation. Options include:

- Printing (vinyl banners & marketing materials)
- Advertising
- Soda or Water
- Ice
- Fencing
- Walkie-Talkies
- Dumpsters
- Port-o-lets

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

A la Carte Sponsorship

Put together your ideal sponsorship package! We love to customize options that meet your needs. **Have an idea? Let's chat!**

ADVERTISING

Door-to-door mailing
(8-15k household distribution)
Online at Squareroots.org
(75k users / 150k pageviews)

SPONSORSHIP

Custom Printed Beverage Wristbands
(20,000 min.)
Custom Printed Beverage Cups
Volunteer Shirts
Printed Handouts At Exits

NAMING RIGHTS

Event Stages
Kids Zone
Entrance Gates

PROGRAM SUPPORT

Nonprofit Grant Program
Green Initiatives / Recycling Program





SQUARE ROOTS

FRIDAY, JULY 10 • 5-10PM

SATURDAY, JULY 11 • 12-10PM

SUNDAY, JULY 12 • 12-9PM

4400-4600 N LINCOLN AVE • CHICAGO, IL

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sqrareroots.org