



**Down for more.**



**2025** / EVENT SPONSORSHIP OPPORTUNITIES



# Our Audience

Downtown Oak Park, located in the heart of Oak Park, where urban living meets small-town charm. Just 10 miles from downtown Chicago, Oak Park boasts a rich history along with galleries, boutiques, restaurants, and cultural events to enjoy. Our village embraces openness and innovative thinking as we welcome community members from diverse backgrounds.





# Oak Park by the Numbers



Population: 53.8k  
Median age: 40.3



54.02%



45.98%



28.63% of households  
have children



71.37% of households are  
without children



\$103,264 median  
household income  
per year



Median property value:  
\$440,500

We celebrate our diversity

- White (Non-Hispanic) (60%)
- Black or African American (Non-Hispanic) 18.8%
- Hispanic or Latino (of Any Race) 9.3%
- Asian (Non-Hispanic) 5.7%
- Other/Multiple Races (Non-Hispanic) 6.2%





# Thursday Night Out

Popular dine-around series

**June 5–August 28 (13 Thursdays)**

Thursday Night Out (TNO) runs every Thursday night, June through August and features a free music concert series and dine-around program. Over 25 restaurants offer specials on the TNO menu and dine-around booklets are available to purchase on Thursday nights from 5–9pm. The event features a beer and wine tent hosted by Downtown Oak Park restaurants.

## TNO By the Numbers

TNO booklets sold: 8,838

- 26 non-profit organizations and businesses participated
- 23 live bands performed outside on the street

This is a zero-waste event.

Estimated attendance per Thursday: 700+

Attendance throughout the season over: 10,000

**For info visit: [thursdaynightout.com](http://thursdaynightout.com)**





# Thursday Night Out | SPONSOR LEVELS & BENEFITS



## Lake Street: \$7,000

1 available

- You will be acknowledged as the primary sponsor
- Name and logo placement:
  - 100 posters
  - 1,000 music postcards
  - Event kiosk
  - 500 \$5 retail gift certificate
  - 600 menus per week
  - All print and online advertising
  - Inside cover of 9,000 TNO booklets
- Mention and link on event emails throughout the summer
- Facebook and Instagram promotion—with individual mentions
- Opportunity to have a table/tent at any of the 13 TNO nights
- Premium banner with customized message on event homepage
- 10 dine-around TNO Booklets
- Ability to have your company collateral at the ticket tent

## Marion Street: \$4,000

1 available

- Name and logo placement on:
  - 100 posters
  - 1,000 music postcards
  - Event kiosk
  - 500 \$5 retail gift certificate
  - 600 menus per week
  - All print and online advertising
  - Inside back cover of 9000 TNO booklets
- Mention and link on event emails throughout the summer
- Facebook and Instagram promotion—with individual mentions
- Opportunity to have a table/tent at any of the 13 TNO nights
- Logo/name on event website with hyperlink to company homepage
- 10 TNO dine around Booklets
- Ability to have your company collateral at the ticket tent



# Thursday Night Out | SPONSOR LEVELS & BENEFITS



## **Green Sponsor: \$2,500**

1 available

- Name and logo placement:
  - 100 posters
  - 1,000 postcards
  - All print and online advertising
  - Event kiosk
  - 600 menus weekly
- Opportunity to have a presence at 5 of the TNO's
- Name and logo on all containers at each waste station each week
- Dedicated callouts in event e-blasts and social media
- 5 TNO dine around booklets
- Banner with customized message on event website

## **Westgate Theme Night: \$1,500**

4 available

- Opportunity to have a table/tent on your theme night
- Name and logo placement on the website for that theme night
- Dedicated callouts in event e-blasts and social media for that theme night
- Menu takeover with your company information for theme night
- Ability to have your company collateral at the ticket tent

### **THEME NIGHTS:**

**Pride Night: June 5**

**Juneteenth: June 19**

**Kids Night: July 10**

**Health & Wellness Night: August 14**



# Oaktoberfest

Live Music, Food, Craft Beer, Kids' Root Beer Garden

**September 26-27**

Annual fall festival is **celebrating its 29th year** offers something for everyone! Enjoy a variety of fall menu items alongside a selection of local craft beers and fine wines from 12 participating restaurants.

On Saturday, local non-profits and businesses provide activities in the Kids' Root Beer Garden. Downtown Oak Park sponsors the ever-popular zucchini car races, which attract a large crowd.

## **Oaktoberfest by the Numbers**

- 29 non-profit organizations and businesses participated
- 11 live bands performed on a big stage
- Over 3,400 beer mugs sold
- Gross revenue: \$102,300
- Estimated attendance for the two days: 12,000

**For info visit: [oaktoberfest.net](http://oaktoberfest.net)**





# Oaktobefest / SPONSOR LEVELS & BENEFITS



## Lake Street: \$7,000

1 available

- You will be acknowledged as the primary sponsor
- Name and logo placement:
  - 250 posters
  - 2,000 postcards
  - All print and online advertising
  - Dedicated event e-blast and recognition in all e-blasts
  - Facebook and Instagram promotion—with individual mentions
- A 10 x 10 tent in prime festival location for two days
- Premium banner with customized message on event homepage
- Opportunity to display an individual banner at the fest (provided by sponsor)
- 10 mugs each containing 3 drink tickets
- Ability to have your company collateral at the ticket tent
- Opportunity to make speaking remarks on the main stage

## Marion Street: \$5,000

1 available

- Name and logo placement:
  - 250 posters
  - 2,000 postcards
  - All print and online advertising
  - Event website with hyperlink to company homepage
  - Recognition in all event e-blasts
  - Facebook and Instagram promotion
- Opportunity to provide branded 10 x 10 tent at festival for one day
- Opportunity to display an individual banner at the fest (provided by sponsor)
- 5 mugs each containing 3 drink tickets



# Oaktobefest | SPONSOR LEVELS & BENEFITS



## Westgate Root Beer Garden Sponsor: \$3,000

1 available

The Kids' Root Beer Garden will take place on Saturday, September 26, from 12–5 pm. This fun event will include zucchini car races, root beer floats, and a variety of artistic, educational, and hands-on activities. Attendance over 1000+

- Recognition as the primary Root Beer Garden Sponsor
- Name and logo placement:
  - 250 posters
  - 2000 postcards
  - All print and online advertising
  - E-blasts
  - Social media
  - Event website with hyperlink to company homepage
- Recognition as primary sponsor in electronic school flyer, distributed in all Oak Park Elementary School District 97
- Opportunity to provide branded 10 x 10 tent Saturday at the Root Beer Garden
- Opportunity to display an individual banner on Marion St. at the fest (provided by sponsor)

## Stage Sponsor: \$2,000

1 available

- Prominent logo placement on Music Stage banners and company name announced
- Name and logo placement:
  - 250 posters
  - 2000 postcards
  - All print and online advertising
  - E-blasts
  - Social media
  - Event website with hyperlink to company homepage



# Oaktobefest | SPONSOR LEVELS & BENEFITS



## Zucchini Car/Track Sponsor: \$1,000

1 available

- Name and logo placement:
  - Zucchini car tent
  - Zucchini car track
  - All event collateral as zucchini car sponsor “sponsored by”
  - 250 posters
  - 2,000 postcards
- Recognition in all event e-blasts and social media





# Shopper's Reward

**November 1–March 15**

Shoppers receive \$50 in Shopper's Reward certificates by spending \$25 or more at seven participating businesses with a grand total of \$500 or more between November 1 and December 25.

Rewards are redeemed from January 1–March 15

## Shoppers Reward by the Numbers

- 1,267 booklets given out with a value of \$63,350
- Sales generated to get the booklets \$800,000+
- Top spending by zip code
  1. Oak Park 60302
  2. Oak Park 60304
  3. River Forest 60305
  4. Oak Park 60301
  5. Forest Park 60130
  6. Elmwood Park 60130
  7. Berwyn 60402

**For info visit: [Shopper's Reward](#)**





# Shoppers Reward / SPONSOR LEVELS & BENEFITS



## Lake Street: \$4,000

1 available

- Name and logo placement:
  - 100 posters
  - 9,000 Shopper's Reward envelopes
  - 1,800 Shopper's Reward booklets
  - Event Kiosk
  - All digital and print advertising
- DTOPBA website home page
- Custom artwork on the inside cover or back cover of the Shopper's Reward booklet
- Recognition in all event e-blasts, 6+
- Promotion on Facebook and Instagram—with individual mentions

## Marion Street: \$2,000

2 available

- Name and logo placement:
  - 100 posters
  - 9,000 Shopper's Reward envelopes
  - 1,800 Shopper's Reward booklets
  - Event Kiosk
  - All digital and print advertising
- Recognition in all event e-blasts and high-rise flyers



# Winterfest

Holiday spirits fueled at the beloved Cookie Walk.

## December 6

Downtown Oak Park's annual Cookie Walk, a \$30 participation fee includes a souvenir cookie tin and individually wrapped cookies to collect at participating businesses. Also featured is a free showing of a holiday movie at Lake Theatre, Santa's visit, carolers, and a hospitality tent with free hot chocolate and coffee.

### Winterfest by the Numbers

- Estimated attendance 1,000+
- Tins sold 500
- 35 businesses participated in handing out an individually wrapped treat at their business
- 5 non-profit organizations participated
- Lake Theatre attendance 250

**For info visit: [Winterfest](#)**



# Winterfest / SPONSOR LEVELS & BENEFITS



WINTERFEST

## Lake Street: \$4,000

1 available

- Acknowledgment as the primary sponsor
- Name and logo placement:
  - 100 posters
  - 2,500 postcards
  - 550 event cookie tins
  - Event Kiosk
  - All digital and print advertising
  - All event e-blasts
- Promotion on Facebook and Instagram—with individual mentions
- Opportunity to have a table/tent at the event
- Logo/name on event website with hyperlink to company homepage
- Ability to have your company collateral at the hospitality tent

## Marion Street: \$2,000

1 available

- Name and logo placement:
  - 100 posters
  - 2500 postcards
  - 550 event cookie tins
  - Event Kiosk
  - All digital and print advertising
  - All event e-blasts
- Promotion on Facebook and Instagram
- Ability to have your company collateral at the hospitality tent



# Home for the Holidays

Celebrate the holidays in Downtown Oak Park.

**December 20**

This event offers free horse-drawn carriage rides, a complimentary hot chocolate walk, live music throughout the district, and a visit from Santa. There will also be a free showing of a holiday movie at the Lake Theatre.

**Hometown Holiday by the Numbers**

Estimated Attendance 1,000+

**For info visit: [Home for the Holidays](#)**





# Home for the Holidays

## SPONSOR LEVELS & BENEFITS



### Lake Street: \$3,000

1 available

- Name and logo placement:
  - 100 posters
  - 2500 postcards
  - Event Kiosk
  - All digital and print advertising
  - All event e-blasts
- Promotion on Facebook and Instagram
- Logo/name on event website with hyperlink to company homepage
- Company banner on 2 Horse carriages “event sponsored by”





# Get in touch

Downtown Oak Park Business Alliance  
1010 Lake Street, Suite 114  
Oak Park, Illinois 60301

Hours: Monday–Friday  
10:00 am to 4:00 pm

708-383-4145

[info@downtownoakpark.net](mailto:info@downtownoakpark.net)



**Down for more.**