



Christkindlmarket



Be Part of The Christkindlmarket Magic

www.christkindlmarket.com



A Brief Background

- Most authentic German holiday market of its kind outside of Europe, attracting people from diverse backgrounds for 27 years
- Named 3rd Best Christmas Market worldwide and #1 Christmas Market in the US in 2022 by Big 7 Travel
- Three Illinois locations: Downtown Chicago, Wrigleyville, and Aurora
- Largest tourist draw in Chicago during the holiday season, attracting 1+ million visitors downtown, 450k visitors to Wrigleyville, and 150k visitors to Aurora, from throughout the U.S. and around the world
- Featuring German, international, and local food and beverages as well as high-quality gifts and merchandise from over 50 vendors, and live entertainment



Chicago Downtown Traffic Information

- >1 million weekly pedestrians on State Street *
- >600k daily CTA passenger trips in 4Q22 in Loop *
- >109K weekday average Metra passenger trips in 4Q22 in Loop ***
- 300K monthly passengers South Shore Line train ****
- 11.1K vehicles traveling south on Clark St. daily **(2018)
- 5.7K vehicles traveling north on Dearborn St. daily** (2014)
- 3.5K vehicles traveling East on Washington St. daily ** (2021)

* *Chicago Loop Alliance 2022 4Q report*

** *Illinois Department of Transportation Traffic studies*

****Metra 2022 December Ridership Trends Report*

**** *South Shore Line Advertising Rate Card*



2023 Intended Dates and Locations

Chicago at Daley Plaza

50 W. Washington St.
Chicago, IL 60602
Open Daily

Wrigleyville at Gallagher Way

1060 W Addison St.
Chicago, IL 60613
Open Daily

Aurora at RiverEdge Park

360 N Broadway
Aurora, IL 60505
Open Thursdays - Sundays

**All FINAL Locations & Dates will
be confirmed in August.**

*All market locations have special dates/times
depending on holidays and leading up to
Christmas Eve and New Years Eve.*

*All dates and locations are subject to change due
to advisory and guidelines by the City of Chicago,
City of Aurora and the CDC.*



Special Sponsorship Opportunities - 2023

'Twas the Night Before Christkindlmarket Preview Party

Chicago at Daley Plaza
November 16th

Kinder Club

Chicago Daley Plaza
Wrigleyville at Gallagher Way
Aurora River Edge Park
Dates & Times: TBD

Opportunities include:

Lantern Parade
Passport

Entertainment / Decor

Chicago at Daley Plaza
Aurora River Edge Park
Dates & Times: TBD

Wine / Beer Tasting

Location: TBD
Dates & Times: TBD

All dates and locations are subject to change due to guidelines by the City of Chicago, City of Aurora and the CDC.



A Partnership Focused on YOUR Goals



Brand Awareness

Promote your brand at this high-profile destination event during the busiest shopping quarter of the year.

Consumer Engagement

Reach consumers from a variety of backgrounds.



Digital Promotion

Connect with our 208k followers through our social media platforms, and/or gain visibility through our website and e-newsletters.



Association

Associate your brand with one of the most beloved holiday traditions in the Midwest.



Impressions & Social Reach

1.6M

visitors to all market locations in 2022

8.9M

annual web traffic in 2022

208K

total social media followers across all platforms

4.0M

average post reach annually

54%

average e-newsletter open rate

57K

e-newsletter subscribers

Christkindlmarket by the Numbers

2021

Visitor Age

18-24 (5%)
25-34 (17%)
35-44 (20%)
45-54 (23%)
55+ (35%)

Household Income

< \$25K (5%)
\$26K-\$50K (15%)
\$51K-\$75K (20%)
\$76K-\$100K (21%)
\$101K-\$125K (12%)
\$126K-\$150K (11%)
>\$150K (16%)

2022

Visitor Age

18-24 (4%)
25-34 (8%)
35-44 (14%)
45-54 (21%)
55-64 (29%)
65+ (23%)

Household Income

< \$25K (5%)
\$26K-\$50K (12%)
\$51K-\$75K (17%)
\$76K-\$100K (18%)
\$101K-\$125K (11%)
\$126K-\$150K (14%)
>\$150K (22%)

2021 Data from our Economic Impact Study, conducted by third-party research partner Technomic. 2022 Data derived from our in-house on-site and online survey, conducted by German American Events, LLC, during the market season and post market follow up.

Market Economic Impact

\$196M

generated at the
Cook County level*

\$75M

visitor spend on non-
market activities*

90%

of our audience intend
to return to the
Christkindlmarkets
in 2022*

6%

of our audience visit
us from outside of
the US*

**Indicates data from the Chicago and Wrigleyville Market 2021 Economic Impact Study. All consumer data is based off a random data sampling collected during the 2021 market season. In order to ensure objectivity in results and point of view, this study was designed and executed by a third-party research partner, Technomic. Technomic, founded in 1966, is a Chicago-based market research firm specializing in the food service industry.*

Customizable Opportunities

Title Sponsorship

Gain top-level exposure and recognition to the full spectrum of Christkindlmarket visitors by including your brand name as the presenting sponsor of this year's Christkindlmarket.



Naming Rights

Take advantage of name recognition and attention through this premiere opportunity. Feature your brand name and logo exclusively on Christkindlmarket structures, tents, stages, special events, and other programming.



Activations

Use one of the many activation opportunities to directly interact with visitors at the market by promoting your brand, products, and services in-person.



Customizable Opportunities

Logo & Product Placement

Position your brand prominently throughout the Christkindlmarket from the Timber Haus, Timber Tent, staff uniforms, restrooms, ATMs and barricade covers, to reserved tables, décor, survey prizes, swag bag items, giveaways, and more.



Stammtisch

Showcase your brand or products to guests who reserve an exclusive table while they enjoy traditional German fare. From condiments and soft drinks to sweet treats and coffee, napkins and centerpieces - this is the perfect way to position your company and engage with visitors without needing to be present.



Temporary Vendor Space

Represent your brand and add your personal touch in our unique pop-up booth to sample, sell, or display products while having direct interaction with potential customers. Get feedback on the spot while testing your product or service.



Contact Information

Contact us today to discuss your brand's custom tailored partnership package!



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