



# Christkindlmarket



Be Part of The Christkindlmarket Magic

[www.christkindlmarket.com](http://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

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## 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

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## '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

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**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

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**\$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

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## 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

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## 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

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



Ted Lykowski

**Sr. Manager, Sponsorship**

Direct: +1 312-585-8016

[lykowski@germanamericanevents.com](mailto:lykowski@germanamericanevents.com)

[www.linkedin.com/in/tedlykowski/](https://www.linkedin.com/in/tedlykowski/)



Jana Muengersdorf

**Intern, Event Planning**

Direct: +1 312-585-8331

[muengersdorf@germanamericanevents.com](mailto:muengersdorf@germanamericanevents.com)

[www.linkedin.com/in/jana-muengersdorf/](https://www.linkedin.com/in/jana-muengersdorf/)

