



FESTIVAL DATES

2018	FRI	SAT	SUN
	July 20	July 21	July 22
	4-10PM	1-10PM	1-7PM

LEAVITT AND IRVING PARK RD.

What is BenFest?

BenFest is the oldest summer fest on the north side of Chicago, featuring the hottest music and fun for every age. Held in mid-July, singles, couples and families come out to enjoy activities for adults and kids, well-known musical acts, and great food, beer and refreshments to cool you off on a warm summer's day.



What makes this a great opportunity?

- Long standing tradition on the north side
- Iconic landmark
- Targeted demographics
- Family friendly
- Strong supportive community



Targeted Sponsorship Traffic

BenFest attendance over 3 days	5,000
Website (benfest.com) for 1 year	20,000
Steward Weekly Newsletter for 1 year	12,000
High School Gym Banner for full year	20,000
LED Marquis Sign – traffic, including Cubs visitors, for one month (June/July)	200,000
Ad campaign including posters and postcards	1,132,238
WXRT Radio Traffic & Twitter blasts	(packages negot.)

TOTAL potential impressions/hits/views **1,389,238**

DEMOGRAPHICS

BenFest can put your brand or business to work with a unique demographic.

over
50%
families with
children

51%
earn between
\$50,000–
\$150,000

39%
homeowners

32,000
residents in
Northcenter

Go to benfest.com for the latest info regarding BenFest 2018