



2025 Sundays on State Request for Sponsorship



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Sundays on State is an award-winning event series organized by the Chicago Loop Alliance, transforming State Street into a vibrant, pedestrian-friendly space on select Sundays each summer. The event features art, culture, recreation, food, drinks, shopping, and local attractions, fostering a sense of community and supporting local businesses.

With over 1.4 million attendees over four years and a diverse range of participants, Sundays on State has become a beloved Chicago tradition.



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2025 Sundays on State

Dates: Sunday, September 7 & Sunday, October 5

Time: Between 11 a.m. and 6 p.m.

Where: On Historic State Street in the Loop between Lake St. and Adams St.

Estimated Audience: 250,000 attendees

Estimated Participants: 400

Estimated Participants from Underserved Populations: 90%

This year marks the fifth anniversary of the Sundays on State activation series and the 20th anniversary of Chicago Loop Alliance. Join us in celebrating our past achievements and our future successes!





Impact of 2024 Sundays on State

Check out data points from last year's successful dates



The impact of Sundays on State

Accelerates economic development and recovery

- Supports local businesses downtown and throughout Chicago
- Creates millions in direct economic impact on and beyond State Street
- 90% of the activations/vendors at this year's Sundays on State are underrepresented business owners from all over the city (Woman, Black, Latine, Veteran, LGBTQ+, and Disability-owned businesses)
- June 16, 2023 pedestrian traffic for the event was 74% greater than 2019 (pre-pandemic) and 23% greater than 2023
- Major State Street retailers reported a significant increase in traffic and sales

Unites the community and creates joy

- Unites neighbors from every Chicago zip code and beyond

Rebuilds public perception of downtown Chicago

- Creates a positive experience associated with the Loop
- Reaches millions with positive media exposure for Chicago
- Over 99% of attendees felt safe in the Loop
- No violent crime reported to CLA at Sundays on State events

Positively impacts partner and sponsor brand exposure

- Provides partners and sponsors with millions in media and marketing exposure, reach, impressions and significant earned marketing value
- Advances, through partnership, sponsors own DEI goals



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230,000+

attended the Sundays on State in 2024 on
June 16 & July 14

1.4 million+

attendees since launch in 2021



94%

would attend the event again



67%

visited a Loop business or landmark before,
during, or after the event



99%

of attendees felt safe in the Loop

THANK YOU, PARTNERS AND SPONSORS!

PARTNERS



SPECIAL SERVICE
AREA #1-2015

SUPPORTING SPONSORS



EVENT SPONSOR



COMMUNITY SPONSORS

CANNONDESIGN



Millennium Garages



Sponsorship Opportunities

Community Sponsor - \$15,000



Sponsorship Benefits:

- Logo exposure at event
- Logo on event web page and all digital signage and communications
- Logo on State Street advertising (banners not included)
- Designation as Community Sponsor in all materials and press releases

Main Stage Sponsor - \$25,000



Sponsorship Benefits:

Includes all Community Sponsor benefits and additionally:

- Logo exposure in proximity of event main stage
- Designation as Main Stage Sponsor in all materials and press releases
- Guaranteed exposure to CLA social media audience

Program Sponsor - \$35,000



Sponsorship Benefits:

Includes all Community Sponsor benefits and additionally:

- Logo included on event advertising
- Designation as Program Sponsor in all materials and press releases
- Official host of one of our two community stages at the event
- Guaranteed exposure to CLA social media audience

Supporting Sponsor - \$75,000



Sponsorship Benefits:

Includes all Community Sponsor benefits and additionally:

- Exclusive selection of a dedicated seating area with prominent organization signage
- Designation as Supporting Sponsor in all materials and press releases
- Customizable partnership options - to be determined and agreed upon with Chicago Loop Alliance and other parties

Special Add Ons to Maximize Benefits

\$5,000: Exclusive social media promotions upon agreement

\$10,000: 3-5 minute remark at one Chicago Loop Alliance event

\$15,000: Recognition on select Sundays on State signature event swag

Chicago Loop Alliance has a total social media audience that surpasses 100,000 followers





Fall in Love with the Loop

Additional seasonal fun to maximize your sponsorship recognition benefits



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What is Fall in Love with the Loop?

Starting in 2025, the Chicago Loop Alliance will transform State Street into a festive fall wonderland throughout October, offering activities and events for all ages to enjoy.

Sponsors of Sundays on State will receive recognition from September through October, benefiting from their association with Fall in Love with the Loop and maximizing their sponsorship opportunities like never before.



Fall in Love with the Loop Activations

Fall in Love with the Loop Kick Off

October 5th Sundays on State

Our October 5th Sundays on State will kick off the fall activation series

Better Cities Film Festival

October 9th – 11th

CLA's first ever film festival, spotlighting films and documentaries dedicated to making urban spaces more sustainable, equitable, and livable

Lurking in The Loop

October 25th

An adult-only spooky pub crawl, takes over the downtown area for a Halloween experience like no other.

Non-CLA Events also occurring in October:

- Chicago Fashion Vanguard
October 3rd – 5th
- Chicago Marathon
October 12th
- Arts in the Dark Parade
October 18th
- Open House Chicago
October 18th
- Chicago International Film Festival
October 15th – 26th

If interested in sponsoring one or more of the CLA owned events, please reach out to Christian Boyer at Christian@ChicagoLoopAlliance.com



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