



# RANDOLPH

*Chicago's Favorite Treasure Hunt* **SINCE 2003**

**2023 SPONSORSHIP DECK**





## About Us · HISTORY



A Chicago tradition, the festival was founded in 2003 with the successful debut of the Chicago Antique Market, and grew into what's now called the Randolph Street Market Festival. Every month, thousands of affluent style-setters pour through the gates of the largest and liveliest indoor/ outdoor European-style antique market the city (and region) has to offer.

**Joining other world class cities including Paris, London, LA and New York, Chicago's Randolph Street Market is a key market event destination that locals and fans from around the globe can't get enough of.** Each month antique dealers vintage resellers, fashion & jewelry designers, artisans, global goods, vinyl and fancy food purveyors from New York to LA and as far away as New Mexico, Paris and London hosted in the trendy West Loop Neighborhood of Chicago and nestled within the Fulton Market's historic district on Randolph Street.

**This shopping extravaganza has a festival feel,** complete with music, beer and wine gardens, spirits and local restaurant food vendors. A true shopping destination and a high-profile festival.

The Chicago Mayor's Office, local, national and international press, trade, citizens and visitors alike embraced the market with a healthy attendance, non-stop press and rave reviews.



## Factoids • WHO WE ARE AND WHAT WE DO

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Founded in 2003 as the Chicago Antique Market, after the category expansion the festival was rebranded as the Randolph Street Market Festival.

**Rated one of the Top 10 Best US Flea Markets of its kind** by USA Today, Fodor's, Leisure and Travel Guide, Time Out Chicago, Reader's Choice and BizBash.

Located in the heart of Chicago's trendy West Loop, known for its fine restaurants, art galleries, and history, the Randolph Street Market reaches an affluent audience that is not afraid to spend their money on quality collectibles and items for the home and lifestyle. Most recently, RSM produced a holiday pop up Market on Mag Mile. Two high profile locations with significant Chicago and suburban neighborhood traffic from top zip codes and tourism.

This premiere event has the world-famous Chicago Antique Market as its anchor. Dealers display a wide variety of merchandise from late 19th century antiques, furniture, vintage collectibles, decor, designer vintage from Gucci to Chanel, Star Wars figures to Beatles albums.

Other "mini market categories" happen within the Randolph Street Market include:

- **Indie Designer Market** (fashion and jewelry)
- **Fancy Food Market**
- **Global Goods Bazaar**
- **Vinyl Depot**
- **Repurposed furniture**

This indoor/outdoor "retro-spectacle" features continuous live music, all varieties of food to eat onsite including gourmet take-home items, bottled wine, breakfast cocktails, brew-pub beers, and demonstrations with stylists, decorators and appraisers.





## GREAT LOCATION IN THE WEST LOOP

**Plumber's Hall • 1341 W Randolph Street • Chicago, IL**

**Offers over 8.5 urban acres** - Indoors on three expansive levels combined with outdoor space on the adjoining enclosed private lot.

## 2023 CALENDAR

Multiple Monthly Festivals – 5 monthly markets

- **May 27+28** INSIDE/OUTSIDE (SUMMER SEASON OPENER)
- **July 29+30** INSIDE/OUTSIDE (SUMMER SEASON)
- **September 23+24** INSIDE/OUTSIDE (SUMMER SEASON CLOSER)
- **November 4+5** INSIDE (HOLIDAY MARKET)
- **December 2+3** INSIDE (HOLIDAY MARKET)

Each Market is only one weekend in each scheduled month on Saturday and Sunday | 10 am – 5 PM Both Days

## ANNUAL ATTENDANCE – 110,000\* VISITORS

- Summer Season Opener – May Market: **25,000 attendees**
- Summer Holiday – July Market: **20,000 attendees**
- Summer Season Closer – September Market: **25,000 attendees\***
- Holiday Market – November: **20,000 attendees**
- Holiday Market – December: **20,000 attendees**

*Attendance figures are based on a previous three-year average to project an estimate for the current year.*

\* Date subject to change

## DEMOS

- 60% women / 40% men / 60% family
- Millennial (21-36) = 40% / Generation X (37-48) = 45% / Boomers (65+) = 15%

**375,000+** Annual web site page views  
**50,000+** Qualified, opt-in email addresses  
**35,000+** Facebook Likes  
**25,000+** Instagram followers  
**8,000+** Twitter followers  
**600+** Pinterest followers

WEBSITE [randolphstreetmarket.com](http://randolphstreetmarket.com)

FACEBOOK [facebook.com/randolphstreetmarket](https://facebook.com/randolphstreetmarket)

TWITTER [twitter.com/randolphmarket](https://twitter.com/randolphmarket)

INSTAGRAM [instagram.com/randolphmarket](https://instagram.com/randolphmarket)

PINTEREST [pinterest.com/randolphmarket](https://pinterest.com/randolphmarket)

## Ruffino-Charles Smith Wines



Facebook



Instagram



Twitter

# RANDOLPH

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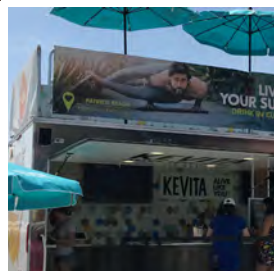
**SPONSORS LOVE US...**



**DUNKIN'**



Mrs. **MEYER'S**  
CLEAN DAY





## WHY DO SPONSORS LOVE US?

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- Q. Why do major brands, newly emerging brands and experiential marketing agencies continue to seek out the Randolph Street Market?**
- A. Because we are a “buying” market with food, drink, and music and we promote your brand with the most comprehensive value-added package in the industry.**

The Randolph Street Market is one of the very few markets in the Chicagoland Market that attracts loyal upscale neighborhood residents and families, and out-of-state and international tourists who love to SHOP.

We are considered a shopping destination and a true “buyers” market offering a variety of categories from antiques, retro, collectibles, fashion, jewelry, vinyl, furniture, fancy foods and more . . . all within a European-style festival shopping environment supported by music, food, drinks and lots of glam to enhance your experience.

Unlike other entertainment venues that may have higher attendance numbers for a one-time annual event, and offer only limited demos with a “hit or miss” approach to any real customer engagement opportunities, the Randolph Street Market offers a loyal following of upscale Chicago and North Shore neighborhood residents, families and tourists who shop our multiple monthly markets on a regular basis.

Our markets are ‘vetted’ which means we secure and review only the top vendors, dealers and sponsors across the country along with their unique and innovative products to showcase with us. This vetting process also includes vetting sponsors and partners so our audience can be assured of a quality show.

## A HOST OF OPPORTUNITIES

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- It's an opportunity to use the venue as a premier **branding tool** as a **headliner with signage throughout the festival**.

Or choose any one of our **specific branding segments** such as the Market Bar, Music Stage, Children's Play Area, Cabana Events, Trolley Service and more with signage, activations and distributions where applicable.

- Beer, Wine and Liquor sponsors have branding opportunities and can do **“Tasting” booths** to compliment their brands being featured at the RSM Market Bar.
- **New car displays or test drives** to promote your brand's make and model and to stimulate traffic and sales back to the dealerships.

We have the **right venue**, the **right audience**, and **many opportunities** with **value-added benefits**.

- Demos
- Auto “Test” Drives
- New Concept and Product Launches
- Wine / Beer / Liquor Tastings
- Drive Sales and Traffic to Stores, Restaurants and other Venues
- Subscriptions Drives
- Membership Drives
- Real Estate Property Tours
- Stimulate Trial and Activations

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Prices vary by season, month, size of footprint.  
Discounts available for multiple month contracts.

## BRANDING

Headliner or category specific sponsorships Signage, banners and other promo items

## AUTO DISPLAYS / TEST DRIVES

## TABLE ACTIVATIONS

4 - 6 - 8 foot table options with chairs Available in all four Market Months

## BOOTH SPACE ACTIVATIONS

*Inside:* 8 x 10 footprints - Corner and combined space options

*Outside:* 10 x 10 footprints - Corner and combined space options

## MOBILE TRUCKS

## POP UP RESTAURANTS

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RSM provides the most comprehensive value-added package in the industry to support your brand at no cost to you!

- ☑ Logo / blurb featured post on the RSM website targeted to **55,000** page views monthly
- ☑ Logo inclusion on scheduled advertising (per production deadlines for the month)
- ☑ One post with copy/lifestyle/product photo integrated into the RSM social media campaign
- ☑ Materials, coupons, literature posted at our concierge desk



# Join Our Growing List of Major and Emerging brands . . .

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## AUTOS DOMESTIC / IMPORT

Alpha Romeo Fiat of Chicago  
Chrysler – Jeep Cherokee  
Chrysler – 200/300  
Lincoln Motors  
Mercedes-Benz  
Nissan Next  
Lexus  
Infinity

## BEAUTY / COSMETIC

Chanel  
Estee Lauder Solo Salon  
Ladyledluxury

## BEER / WINE / SPIRITS

Ballast Point Craft Beer  
Blue Moon  
Bulleit Whiskey  
Charles Smith Wine Collection  
CH Distillery  
City Winery Chicago  
Coors  
Corona / Corona Light  
Crown Royal  
Cupcake Vineyards  
Cutty Sark  
Johnnie Walker  
Juicy Lucy Sangria  
Ketel One  
KOVAL Distillery  
Leinenkugel  
Mike's Hard Lemonade  
Modelo Especial Miller  
Mount Gay Rum  
Pabst  
Ruffino  
Sipsmith Gin  
Slow & Low Old Fashion Whiskey  
Strange Pelican Brewery  
Tailwinds Distillery  
Tocayo Beer  
White Claw Hard Seltzer

## BUILDING PRODUCTS / KITCHEN / BATH / BED

Cutco Cutlery  
Leaf Filter  
Renewal By Andersen  
Sleep Innovation

## BUSINESS PRODUCTS / SERVICES

Click Scan Share -online photo shop  
Dablr – online task scheduler  
Shipbob – shipping services  
Shop Your Way – Couponing  
Square – POS platform  
We Work Space

## CLEANING PRODUCTS / SERVICES

Mrs Meyer's

## COFFEES / TEAS

Café Bustelo  
Caribou Coffee  
Dunkin'  
High Brew Coffee  
Java House Cold Brew Coffee  
Peet's Coffee and Tea Starbucks  
Starbucks

## DESIGNER SERVICES

DesignerShare  
Flowers For Dreams – fresh flowers

## ENERGY DRINKS / BARS

KeVita / Kombucha  
KIND Snacks  
LUNA Bars  
Morning Recovery  
Soylent

## ENERGY / ENVIRONMENTAL

Green Mountain Energy Co.  
Inspire  
Just Energy  
NRG Reliant Energy

## FASHION COUTURE / POP UPS

Nordstrom Savvy Mobile Tour  
TOMS Shoes Mobile Pop Up

## FINANCIAL / MORTGAGE / INSURANCE / TAXES

Bank of America  
Chase JP Morgan Mortgage  
H & R Block  
PNC Bank  
State Farm

## GROCERY / FOOD / WATER / FOOD DELIVERY

Eat Purely  
Elmhurst Milk  
Farmers Market  
Imperfect Produce  
Late July Snacks  
Mariano's  
Muller Yogurt  
Naked Juice  
Opal  
Passavant's Home Food Services  
PeaPod  
Popchips  
PRE-Beef  
Quaker Oats  
Super Eats  
Whole Foods

## HEALTH/ WELLNESS

Chico One  
MVP Chiropractic

## MUSEUMS

Art Institute of Chicago  
Field Museum

## PUBLICATIONS / RADIO

Chicago Social CS/Interiors  
Michigan Avenue Magazine  
Redeye / Chicago Trib Made Shop  
The Economist  
The New York Times  
WXRT Radio

## REAL ESTATE

Related Realty / LandMark

## RESTAURANTS/CHEFS/CLUBS

BellyQ / Urbanbelly,  
Crescendo Night Club  
Little Goat, Chef Stephanie Izard

## TELECOMMUNICATIONS

AT&T and AT&T Fiber  
Layer3TV  
T-Mobile  
Verizon

## TRANSPORTATION / PARKING SERVICES

Getaround  
Uber  
Zip Car

## VACATION RESORTS / HOSPITALITY

Airbnb  
Bluegreen Vacations  
Silverleaf Resorts  
Wyndham Grand Chicago  
Riverfront / Margaritaville Resorts

## WATERS /SPECIALTY DRINKS

Aha Smart Water  
Boxed Water  
Smartwater  
Topo Chico – Coca-Cola

## ENTERTAINMENT

The Nutcracker  
Disney Aladdin  
Warner Bros.

FOR MORE INFORMATION ON RATES, AVAILABILITY,  
DISCOUNTS, MULTIPLE MONTH CONTRACTS AND MOBILE TRUCK OPTIONS

Paula Guiliano

*Director of Sponsorship/Partnership Marketing*

**paula@imagepilots.com | 773.842.2324**

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## 2023 MARKET DATES

**MAY 27 + 28** • *inside/outside (Summer Season Opener)*

**JULY 29+30** • *inside/outside (Summer Season)*

**SEPTEMBER 23+24** • *inside/outside (Summer Season Closer)*

**NOVEMBER 4 + 5** • *inside (Holiday Market)*

**DECEMBER 2 + 3** • *inside (Holiday Market)*

**[www.randolphstreetmarket.com](http://www.randolphstreetmarket.com)**