



**A TARGETED
MARKETING
OPPORTUNITY
FOCUSED ON
URBAN LIVING**



EACH AUTUMN hundreds of people passionate about urban living and interior design visit the special living spaces of Printers Row and other South Loop buildings. Now in its 13th year, Loft Walk is produced by South Loop Neighbors as a way to bring attention to the landmark architecture, resident artists, and striking interiors of our neighborhood. But it's also a unique opportunity for businesses to reach a well-qualified market of South Loop residents and consumers passionate about city living and design.

THINK OF LOFT WALK as an important part of your marketing plan this year. Use this opportunity to put your business name in front of this prime market, to offer coupons that will bring customers into your shop or restaurant, to place your catalogs directly into the hands of likely shoppers.

**SATURDAY,
NOVEMBER 5, 2011
11 AM – 4 PM**

starting point

**DEARBORN STATION
47 WEST POLK**

a program of



LOFT WALK SPONSORSHIP gives your business a chance to share the goodwill and positive exposure to the hundreds of visitors expected to attend from the South Loop and the entire metro area. For home furnishings retailers, contractors, artisans, and real estate agents, Loft Walk is an unparalleled way to reach qualified customers who are interested in your business.



**SATURDAY,
NOVEMBER 5, 2011**

BECOME A SPONSOR NOW! There's a worthwhile sponsorship option available. a restaurant, bar, salon, boutique, bank, or any of the other many commercial enterprises that call the South Loop home, there's a worthwhile sponsorship option available.

PRESENTING SPONSOR \$1500

- Your logo and name prominently featured on trolley banner, signage, and advertising
- Cover placement of logo and name on Loft Walk poster and map given to all attendees
- Prominent logo and name placement on SLN website home page and Loft Walk home page for one year, with a link to your website
- Logo and name featured at on-site day-of-event headquarters
- Coupons or literature given to all attendees
- Four complimentary tickets to the Loft Walk

PRIMARY SPONSOR \$500

- Logo and name placement on portfolios and on Loft Walk map given to all attendees
- Logo and name placement on SLN website home page for one year, with a link to your website
- Name featured at on-site day-of-event headquarters
- Coupons or literature given to all attendees
- Four complimentary tickets to the Loft Walk

NEIGHBORHOOD SPONSOR \$150

- Name featured at on-site day-of-event headquarters
- Logo and name placement on SLN website home page for one year, with a link to your website
- Coupons or literature given to all attendees
- Two complimentary tickets to the Loft Walk

All sponsorship donations are tax-deductible to the extent permitted by law.

Business Name _____

Business Address _____

Contact Name _____ Phone _____

Email _____

I agree to participate at level selected above: *Signed* _____

For more information, call our Chairperson Jaqi Green at 312-922-5888. Thank You!