

12TH
annual



South Shore 2026
SUMMER FEST

Sunday • August 16

SOUTH SHORE CULTURAL CENTER
CHICAGO, IL



Overview

On Sunday, August 16, 2026, the South Shore Chamber of Commerce will host the South Shore Summer Festival at the South Shore Cultural Center—South Shore’s signature summer celebration, 12 years strong, welcoming 10,000+ attendees. This one-day experience brings neighbors and visitors from across Chicago together for national and local live music, favorite neighborhood foods from local restaurants, and a vibrant marketplace where area merchants showcase products and services for the whole family.

Located minutes from the Obama Presidential Center (opening spring 2026), the festival sits near an anchor destination expected to draw significant visitor traffic to the area. Over the years, families from well beyond South Shore have made the festival a summer tradition, and federal, state, and local elected officials regularly attend. The South Shore Summer Festival is the ideal event for residents and visitors to connect with all things South Shore -community, culture, commerce, and celebration, and for corporate partners an opportunity to engage a vibrant, predominantly African American community through high-visibility brand integration and a post-event Sponsor Impact Snapshot summarizing event outcomes, visibility delivered, and media/digital highlights.



South Shore SUMMER FEST Over The Years

One of the most popular and most attended festivals on Chicago's South Side!

Robin Thicke

Carl Thomas

Dru Hill

October London



One of the most popular and well-attended events on Chicago's South Side!

[Watch Recap Video](#)

At a Glance

SOUTH SHORE SUMMER FESTIVAL

@ South Shore Cultural Center

Sunday, August 16, 2026 • 12:00 P.M. - 8:00 P.M.

THE SOUTH SHORE SUMMER FESTIVAL will have the following components, including themed pavilion spaces:

MAIN STAGE - featuring national and local artists. Past performers: Jeffrey Osbourne, Robin Thicke, Dru Hill, Carl Thomas, Con Funk Shun, Cameo, Slick Rick, Doug E. Fresh, and, in 2025, October London...just to highlight a few!

- » **FOOD CONCESSIONS** - featuring local restaurants serving the best BBQ, vegetarian eats, sweet treats, and more
- » **KIDZ KORNER** - Parent-supervised activities for kids
- » **VIP LOUNGE** - Meet & greet with performers, indulge in catered food, priority seating in front of the stage
- » **CORPORATE SPONSORS** - Past sponsors include UNCF, BMO Harris Bank, Bally's Casino, Ascension, and Lawrence Hall
- » **LOCAL/SMALL BUSINESS MARKETPLACE** - Fashion, health & beauty products, artisanal goods, wellness products, and professional services

Naming Rights opportunities are available for select zones, including the VIP Lounge and themed pavilions.

This is a unique opportunity for the city's most respected corporations, representing diverse industries, to elevate their brands and connect with an ever-growing demographic. Sponsorship Opportunities are detailed on the pages that follow.

Projected Attendance
10,000 - 15,000



Festival Demographics

Guests come from all over the city of Chicago, but primarily, the South Shore and Hyde Park neighborhoods. The majority of our guests range from ages 25-65 with a balanced mix of men and women.

2025 PROVED TO BE THE BIGGEST YEAR YET WITH MORE THAN 10,000 PEOPLE IN ATTENDANCE!

South Shore



Total Population	52,300
Total Household	25,530
Total Household Size	2.0
Median Age	39.5
Median Income	\$42,200

Hyde Park



Total Population	29,559
Total Household	18,444
Total Household Size	2.0
Median Age	33.0
Median Income	\$74,008

SOUTH SHORE LEGACY SPONSOR

ENTITLEMENTS:

- » **Exclusive Naming Rights:** Main Stage + reserved seating area Presented by [Sponsor]
- » **Premier Activation Footprint:** 20' x 30' tented exhibit/activation space in a prominent location for marketing and promotion of products and services
- » **Exclusive Main Stage Integration:** opportunity for a company representative to offer remarks from the Main Stage and/or introduce the Main Stage headliner, with high-frequency acknowledgements throughout the day
- » **Exclusive VIP Lounge Branding:** naming rights + logo placement throughout the VIP Lounge, including entrance signage and interior branding placements
- » **Banner Placements:** six (6) banner placements within festival grounds
- » **VIP Hospitality:** 25 all-access badges to the VIP Lounge (food, beverages, and table seating)
- » **Priority seating** at Main Stage
- » **Radio Promotion:** brand inclusion in select radio promotional spots (e.g., WVON, Crawford Broadcasting)
- » **Radio Interview Opportunity:** opportunity for an interview on WVON Radio (as available)
- » **Print/Digital Inclusion:** brand inclusion in print/digital media through trusted South Side and community publications (e.g., South Side Drive, Hyde Park Herald, Bronzeville Life, Chicago Defender)
- » **Web Placement:** premier logo placement on the South Shore Chamber of Commerce website + South Shore Summer Festival website
- » **Social Media Inclusion:** featured sponsor recognition across social media platforms (Facebook, LinkedIn, Twitter/X, Instagram)
- » **Press Releases:** featured brand acknowledgement in official press releases as the South Shore Legacy Sponsor of the South Shore Summer Festival
- » **Posters/Flyers:** logo inclusion on 500+ posters & 25,000+ flyers distributed throughout the Chicago market and prominently posted banners throughout the community
- » **Newsletter Inclusion:** featured inclusion in twelve (12) monthly SSSF newsletters sent to an opt-in database of 150,000+
- » **Sponsor Impact Snapshot:** post-event summary of event outcomes, visibility delivered, and media/digital highlight

Net Investment: **\$50,000**

Presenting Sponsor

4 AVAILABLE

ENTITLEMENTS:

- » **Named Festival Zone (choose one):** Food Pavilion / Kidz Korner / Marketplace / Community Lounge Area Presented by [Sponsor]
- » **Tented Exhibit Space:** 10' x 30' tented exhibit/activation space in prominent location for marketing and promotion of products and services
- » **Exclusive Main Stage Integration:** opportunity for a company representative to offer remarks from the Main Stage, with high-frequency acknowledgements throughout the day
- » **Banner Placements:** four (4) banner placements within festival grounds
- » **VIP Hospitality:** twelve (12) all-access badges to VIP Lounge (food, beverages, and table seating)
- » **Priority seating** at Main Stage
- » **Radio Promotion:** brand inclusion in select radio promotional spots (e.g., WVON, Crawford Broadcasting)
- » **Radio Interview Opportunity:** opportunity for an interview on WVON Radio (as available)
- » **Print/Digital Inclusion:** brand inclusion in all print media, specifically in top African American newspapers – exclusive print partners – i.e., South Side Drive, Hyde Park Herald, Bronzeville Life, and Chicago Defender
- » **Web Placement:** premier logo placement on the South Shore Chamber of Commerce website + South Shore Summer Festival website
- » **Social Media Inclusion:** sponsor recognition across social media platforms (Facebook, LinkedIn, Twitter/X, Instagram)
- » **Press Releases:** featured brand acknowledgement in official press releases as a Presenting Sponsor of the South Shore Summer Festival
- » **Posters/Flyers:** logo inclusion on 500+ posters & 25,000+ flyers distributed throughout the Chicago market and prominently posted banners throughout the community
- » **Newsletter Inclusion:** featured inclusion in twelve (12) monthly SSSF newsletters sent to an opt-in database of 150,000+
- » **Sponsor Impact Snapshot:** post-event summary of event outcomes, visibility delivered, and media/digital highlight

Net Investment: **\$25,000**

Jackson Park Highlands Sponsor

ENTITLEMENTS:

- » **Tented Exhibit Space:** 10' x 20' exhibit/activation space for marketing and promotion of products and services
- » **Main Stage Announcements:** ten (10) general sponsor acknowledgements from the Main Stage
- » **Banner Placements:** three (3) banner placements within festival grounds
- » **VIP Hospitality:** ten (10) all-access badges to VIP Lounge (food, beverages, and table seating)
- » **Priority Seating** at Main Stage
- » **Print/Digital Inclusion:** brand inclusion in all print media, specifically in top African American newspapers – exclusive print partners – i.e., South Side Drive, Hyde Park Herald, Bronzeville Life, and Chicago Defender
- » **Web Placement:** logo on South Shore Summer Festival website
- » **Social Media Inclusion:** sponsor recognition across social platforms (Facebook, LinkedIn, X, Instagram)
- » **Press Releases:** acknowledgement in official press releases as a Jackson Park Highlands Sponsor of the South Shore Summer Festival
- » **Posters/Flyers:** logo inclusion on 500+ posters & 25,000+ flyers distributed throughout the Chicago market and prominently posted within the community
- » **Newsletter Inclusion:** inclusion in three (3) e-newsletters sent to an opt-in database of 150,000+
- » **Sponsor Impact Snapshot:** post-event summary of event outcomes, visibility delivered, and media/digital highlights

Net Investment: **\$15,000**



Jeffery Jump Sponsor

ENTITLEMENTS:

- » **Tented Exhibit Space:** 10' x 20' exhibit/activation space for marketing and promotion of products and services
- » **Main Stage Announcements:** five (5) general sponsor acknowledgements from the Main Stage
- » **Banner Placements:** two (2) banner placements within festival grounds (aligned below Jackson Park Highlands)
- » **VIP Hospitality:** five (5) all-access badges to VIP Lounge (food, beverages, and table seating)
- » **Priority Seating** at Main Stage
- » **Print/Digital Inclusion:** brand inclusion in select print media, specifically in top African American newspapers – exclusive print partners – i.e., South Side Drive, Hyde Park Herald, Bronzeville Life, and Chicago Defender
- » **Web Placement:** logo on South Shore Summer Festival website
- » **Social Media Inclusion:** sponsor recognition across social platforms (Facebook, LinkedIn, X, Instagram)
- » **Press Releases:** acknowledgement in official press releases as a Jeffery Jump Sponsor of the South Shore Summer Festival
- » **Posters/Flyers:** logo inclusion on 500+ posters & 25,000+ flyers distributed throughout the Chicago market and prominently posted within the community
- » **Newsletter Inclusion:** inclusion in two (2) e-newsletters sent to an opt-in database of 150,000+
- » **Sponsor Impact Snapshot:** post-event summary of event outcomes, visibility delivered, and media/digital highlights

Net Investment: **\$10,000**



Soul Coast Sponsor

ENTITLEMENTS:

- » **Tented Exhibit Space:** 10' x 20' tented exhibit/activation space for marketing and promotion of products and services
- » **Main Stage Announcements:** three (3) general sponsor acknowledgements from the Main Stage
- » **Banner Placements:** two (2) banner placements within festival grounds
- » **VIP Hospitality:** four (4) all-access badges to VIP Lounge (food, beverages, and table seating)
- » **Priority seating** at Main Stage
- » **Print/Digital Inclusion:** brand inclusion in select print media, specifically in top African American newspapers – exclusive print partners – i.e., South Side Drive, Hyde Park Herald, Bronzeville Life, and Chicago Defender
- » **Web Placement:** logo on South Shore Summer Festival website
- » **Social Media Inclusion:** sponsor recognition across social platforms (Facebook, LinkedIn, X, Instagram)
- » **Press Releases:** acknowledgement in official press releases as Soul Coast Sponsor of the South Shore Summer Festival
- » **Posters/Flyers:** logo inclusion on 500+ posters & 25,000+ flyers distributed throughout the Chicago market and prominently posted within the community
- » **Newsletter Inclusion:** inclusion in one (1) e-newsletter sent to an opt-in database of 150,000+
- » **Sponsor Impact Snapshot:** post-event summary of event outcomes, visibility delivered, and media/digital highlights

Net Investment: **\$5,000**



Rainbow Beach Sponsor

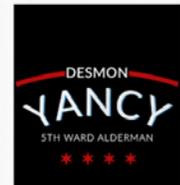
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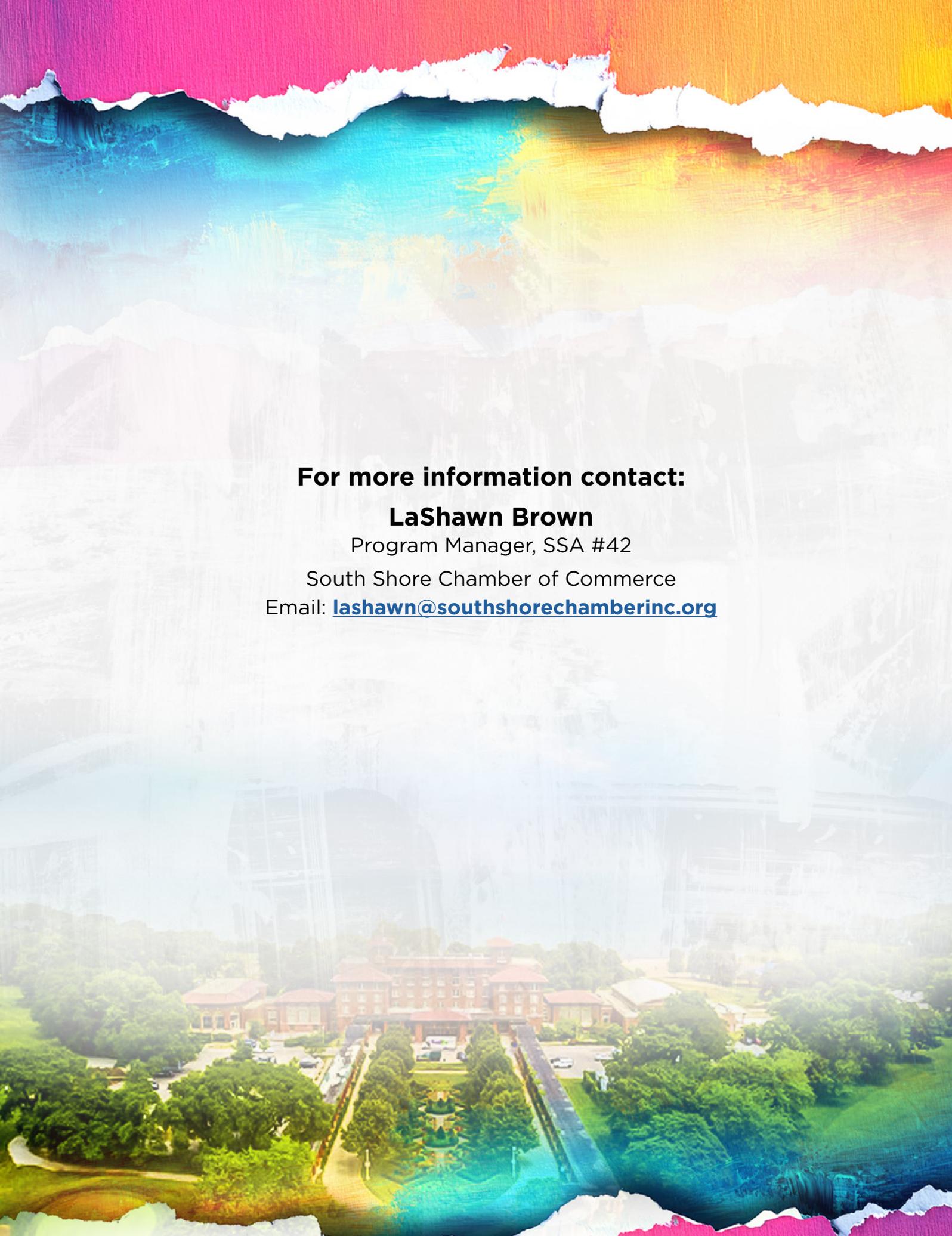
- » **Tented Exhibit Space:** 10' x 10' tented exhibit/activation space for marketing and promotion of products and services
- » **Main Stage Announcements:** two (2) general sponsor acknowledgements from the Main Stage
- » **Banner Placements:** one (1) banner placements within festival grounds
- » **Web Placement:** logo on South Shore Summer Festival website
- » **Social Media Inclusion:** sponsor recognition across social platforms (Facebook, LinkedIn, X, Instagram)
- » **Newsletter Inclusion:** inclusion in one (1) e-newsletter sent to an opt-in database of 150,000+
- » **Sponsor Impact Snapshot:** post-event summary of event outcomes, visibility delivered, and media/digital highlights

Net Investment: **\$2,500**



Past Sponsors





For more information contact:

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