

The background features a large, abstract graphic on the right side. It consists of several overlapping, organic shapes in various shades of teal and green. The top portion is a large, light teal shape that curves downwards. Below it, there are darker green shapes, including a prominent, rounded shape that resembles a stylized letter 'C' or a similar curve. The overall effect is a modern, artistic design.

# **One of a Kind Show Sponsorship Deck**

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**CELEBRATING  
CREATIVITY AND  
COMMUNITY**

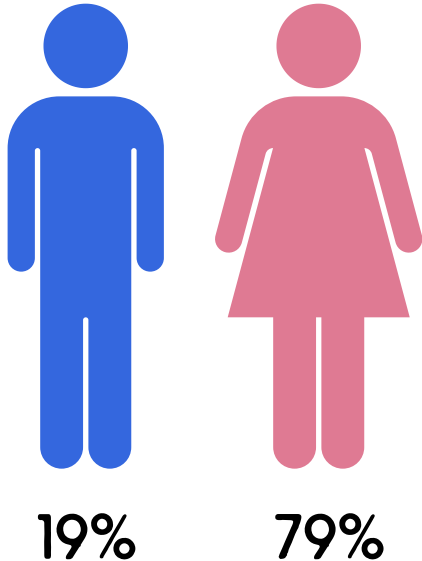
# One of a Kind Holiday Show



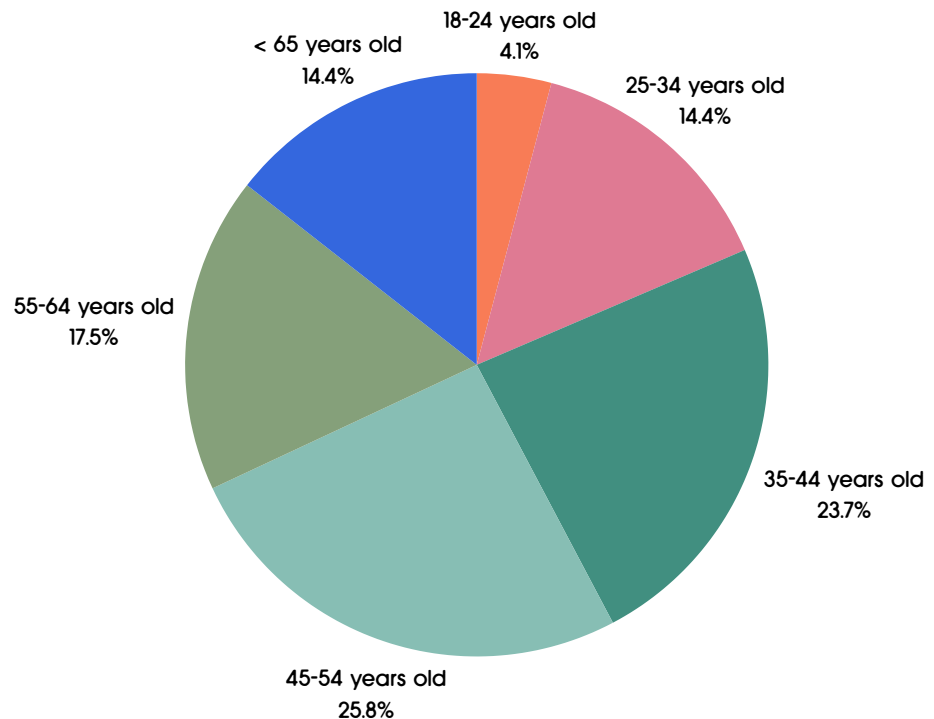
The **One of a Kind Holiday Show** is Chicago's premier holiday shopping event. Now in its 25th year, for over two decades, we have connected independent artists, makers, and designers with thousands of dedicated shoppers looking for unique, high-quality gifts. Held annually at the iconic Merchandise Mart, our four-day event transforms the heart of Chicago into a vibrant marketplace of creativity, culture, and community.

# Audience Insight

By gender:



By age:



**High-Intent Shoppers:** Attendees come specifically to discover new brands and buy holiday gifts.

**Affluent Demographics:** Our crowd consists largely of urban and suburban professionals with high disposable income.

**Culturally Engaged:** Visitors value craftsmanship, sustainability, and supporting small businesses.

**Loyal Community:** Over 75% of our attendees return year after year as a holiday tradition.

# Current & Past Sponsors

**SKS**



**AUSTIN**  
SMALL ★ BATCH  
**COCKTAILS™**



**voom** CART™

*jenis's*  
SPLENDID ICE CREAMS



# Current & Past Sponsor Spaces



# Create an Engaging Sponsor Activation

Our attendees respond best to experiences that are interactive, useful, shareable, or reward-driven. Sponsors who incorporate engagement elements consistently see stronger booth traffic and deeper audience interaction.

## Popular activation ideas:

- Giveaways & contests
- Samples or branded merchandise
- Interactive games
- DIY experiences
- Photo moments
- Lounge seating
- Charging stations
- Live demos
- Social media integrations
- Hospitality activations

## Our team can help with:

- Activation brainstorming
- Audience insights
- Traffic-driving opportunities

Create your own bobblehead  
Presented by Statefarm



# Sponsor Packages

**Sponsorship Packages may include the following:**

- 45,000+ attendee and exhibitor impressions
- 10x10 dedicated booth and activation space
- On-site branding, signage, and product sampling
- Distribution of promotional materials
- Logo and web link on official event site
- Social feature to 25K+ followers
- Email feature in 200K+ campaign
- Complimentary digital and printed event tickets

**\*Let's build something that works for you - packages can be customized to meet your needs.**





**Get in contact:**

**SPONSOR ACTIVATION FORM**

**Renata Martell**

**[rmartell@themart.com](mailto:rmartell@themart.com)**

**(312) 527-7750**

