SPONSORSHIP DECK - 2026

One of a Kind Holiday Show

Chicago’s premier holiday shopping tradition - where growing brands become part of the story shoppers come back for, year after year.

25	600+	45K+	78%+
Years Running	Independent Makers	Holiday Shoppers	Return Every Year

OUR STORY

25 years of turning THE MART into Chicago's holiday shopping destination

For *25 years*, the One of a Kind Holiday Show has connected independent artists, makers, and designers with shoppers hunting for gifts they can't find anywhere else. Held every year at the iconic Merchandise Mart, our four-day show transforms the heart of Chicago into a marketplace built on craftsmanship, culture, and community.

4 Days
at THE MART

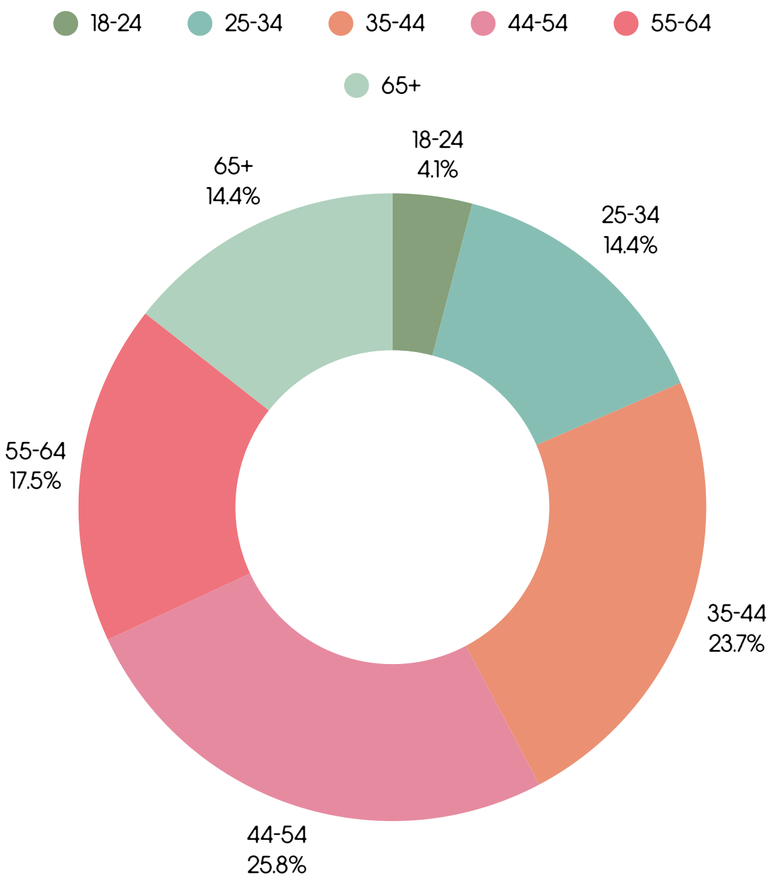
200,000+
email subscribers

27K+
social followers

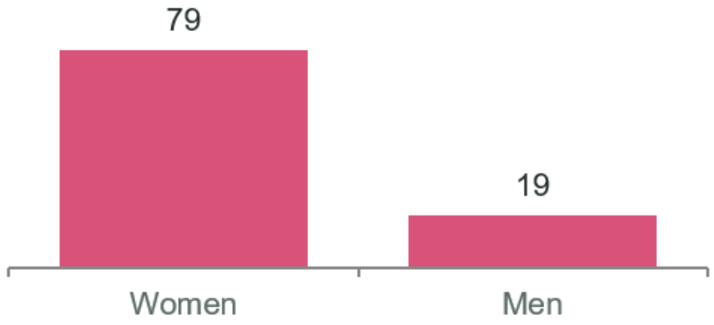
AUDIENCE INSIGHT

Who shows up & why brands notice

Attendees by Age



By Gender



- **High-Intent Shoppers**

  Attendees come specifically to discover new brands and buy holiday gifts — not to browse.

- **Affluent, Loyal Audience**

  Urban & suburban professionals with strong disposable income; 85%+ return every year.

- **Values-Driven**

  Shoppers actively seek out craftsmanship, sustainability, and small/independent businesses.

2025 ATTENDEE SURVEY

97.9%

would recommend the show to a friend

90.8%

rated their overall experience "Excellent" or "Very Good"

76%

are already planning to return for this Holiday Show (2026)

Source: 2025 post-show attendee survey; income = median by ticket-buyer zip code (US Census ACS estimates).

BRAND FIT

Built for gifting, hosting & holiday brands

Our audience skews female, 35–54, affluent, and shopping with intent to gift.
That maps cleanly onto a list of categories:

Food & Beverage

Hosting, gifting, and holiday entertaining are exactly what shoppers are shopping for.

Home Decor

Gift-buyers and self-purchasers alike are furnishing for the season.

Beauty & Wellness

Values-driven shoppers gravitate to quality, small-batch, and sustainable brands.

Family & Lifestyle

35–54-year-old parents and professionals make up the bulk of attendees.

Financial & Auto

Toyota and State Farm both proved a trusted local-community angle works here.

Local & Regional

A Chicago tradition for 25 years - brands that engage authentically here earn local loyalty.

PAST SPONSORS

Brands we've worked with

BAILEYS

SKS

jeni's SPLENDID ICE CREAMS

DAL 1877 Barilla

More brands....

AUSTIN SMALL BATCH COCKTAILS

PRP WINE INTERNATIONAL

ASTRAL TEQUILA

GUAYAKÍ YERBA MATE

BUBBL'R ANTIOXIDANT SPARKLING WATER

The Finnish LONG DRINK Legend of 1952

State Farm

TOYOTA

IRCODE

Sports Illustrated RESORTS

HELLO FRESH

WHAT WORKED

Proven activations, not just booths

The sponsors who saw the strongest traffic didn't just show up with signage

BAILEYS

Baileys Treat Bar

A branded bar build with seasonal samples and photo-ready décor turned a booth into a destination stop.

STATEFARM

"Create Your Own Bobblehead"

A playful, personalized activation gave visitors a reason to linger and a keepsake to take home.

LONG DRINK

Guided Sampling Station

Staffed sampling with branded cups gave shoppers a hands-on, shareable moment.

INVESTMENT

What it takes to sponsor

One starting rate - every sponsorship can be cuatomized depending on your goals

STARTING AT

$6,000

For a 10x10 sponsor activation space

Larger footprints, premium locations, and other special activations can be available — pricing scales.

WHAT'S GENERALLY INCLUDED

- 10x10 space on the show floor
- On-site branding, signage & product sampling rights
- Distribution of promotional materials
- Mention across our social and email marketing
- Logo and link on the official event website
- Complimentary printed and digital show tickets

Let's build your activation for 2026

Packages can be built to your goals and budget. Reach out and we'll put together a custom proposal.

GET IN TOUCH

Renata Martell
Marketing Coordinator

rmartell@themart.com
(312) 527 - 7750

SPONSOR ACTIVATION FORM →