



Fiesta
BACK OF THE YARDS
2026



JUNE 19 - 21

Official Sponsorship Packet



Who We Are

The Back of the Yards Neighborhood Council (BYNC) was founded in 1939 by Joseph Meegan, the superintendent of Davis Square Park and Saul Alinsky, a brilliant professional organizer. As the oldest community-based organization in the United States, BYNC has been a driving force in grassroots advocacy and neighborhood development for over 85 years.

What makes BYNC unique is its holistic approach—we don't just address challenges; we create opportunities. By combining economic growth with essential social services, we uplift children, adults, seniors, businesses, and community partners alike. Working alongside elected officials, residents, and local leaders, we develop innovative programs that drive progress and strengthen our neighborhood. Every day, we are committed to making Back of the Yards a better place to live, a better place to grow, and a better place to invest in.



Back of the Yards Community

Back of the Yards is a historic and diverse neighborhood on Chicago's Southwest Side, located approximately 4.5 miles from the Loop. Considered part of the New City community, it stretches from 39th Street to 55th Street and Halsted Street to Western Avenue.

Once the heart of Chicago's meatpacking industry, Back of the Yards has long been a working class community, home to generations of immigrant families who have shaped its culture and economy. Today, the neighborhood continues to evolve, balancing its industrial roots with residential and commercial development.

Demographic Summary

85.8% Hispanic population

Approximately 5,000 households

80% of households are families

24% of households earn more than \$50,000 a year

Concentrated buying power for the area is \$164.4 million



Why sponsor Fiesta Back of the Yards?

FIESTA
BACK OF THE YARDS

Because Fiesta is a high-visibility and high-impact opportunity that wouldn't be possible without the generous support from our sponsors. As the only event of its kind in the area, Fiesta attracts hundreds of thousands of attendees, providing sponsors with an unmatched platform to showcase their brand in a meaningful way.

- 35% of the total population is under the age of 17, presenting an opportunity to reach families and engage with a young and active audience.
- Direct access to a quarter million Hispanic families.
- Concentrated buying power for the area is \$164.4 million.
- High-value networking opportunities for those looking to establish relationships with other event sponsors and local stakeholders.
- Build goodwill, enhance brand loyalty, and position yourself as trusted community partners.

How Fiesta Was Born

In 1940, BYNC launched the Free Fair, an annual month-long festival designed to bring entertainment, activities, and community engagement to the neighborhood while serving as a fundraiser for the BYNC's programs. The Free Fair was a major attraction, that featured celebrity appearances, carnival rides, zoo animals, and unique contests like baby races and longest ponytail competitions.

The Free Fair thrived into the early 80s, until its spacious 47th and Damen site was converted into a shopping center. In response to local demands for a new community festival, the BYNC created Fiesta on 47th Street.

Fiesta – Today

Fiesta Back of the Yards is an annual celebration that brings the neighborhood to life, transforming Ashland Avenue between 45th to 47th Streets into a vibrant festival filled with local merchants, food vendors, artisans, carnival rides, and live entertainment. As one of the community's most anticipated events, Fiesta showcases the rich culture, history, and resilience of Back of the Yards.

More than just a festival, Fiesta supports the community by raising funds for BYNC's essential programs, including senior services like the Senior Shuttle Bus Program, employment readiness initiatives such as computer classes and year-round youth employment programs, and the award-winning Ballet Folklorico program.

With one live entertainment stage, Fiesta hosts a dynamic lineup of musicians, dancers, and cultural performances, celebrating the diverse traditions of the neighborhood. In addition to the music and performances, families can enjoy carnival rides, games, and interactive activities, making Fiesta a true community gathering that brings people together in joy and celebration.



Sponsorship Opportunities

Sponsors are provided with media exposure before and during the festival in the form of print and radio advertisements, live remotes, posters, and banners. All sponsors are provided with booths and access to the VIP tent, where their staff may take a break, eat, drink, and network with other event sponsors. Because Fiesta Back of the Yards is the ideal location for direct marketing to the Hispanic community, the booths provided to our sponsors are among the most beneficial elements of sponsorship. Whether you are demonstrating new products, selling your existing goods, or simply raising brand awareness and creating goodwill, Fiesta offers direct access to a quarter million Hispanic families.

Platinum
\$25,000

- Presenting title name of Fiesta Back of the Yards
- Company name included on all radio and TV advertisements
- One (1) complimentary foursome to BYNC's Annual Golf Outing
- Hole sponsorship at BYNC's Annual Golf Outing
- Stage time and sponsor recognition
- Electronic signage on stage
- Banner signage on one (1) security tower (banner provided by sponsor)
- Backstage access badge
- Company logo on Ballet Folklorico's Anniversary program book (1,000 copies)
- Company logo on Fiesta t-shirts
- Company logo on flyers and posters
- Logo on BYNC's social media post
- Complimentary Sponsor Tent and VIP parking access
- Post-event recognition on all online platforms
- One (1) 10' x 10' sponsor booth (includes tent, one table and two chairs)

Gold
\$15,000

- Hole sponsorship at BYNC's Annual Golf Outing
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FIESTA BACK OF THE YARDS

**Silver
\$10,000**

**Bronze
\$5,000**

**Corporate
\$3,500**



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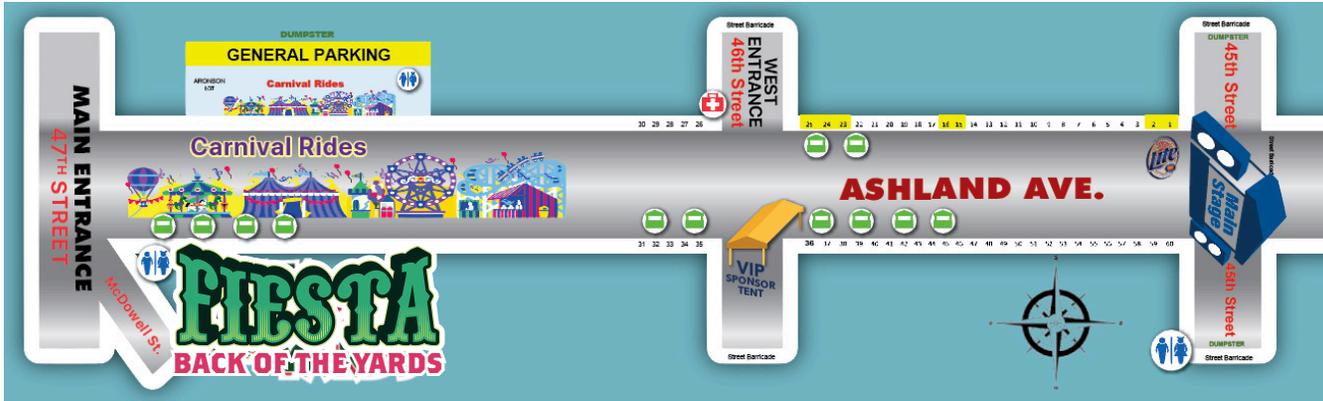
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Event Layout & Samples of Direct Marketing

PIESTA
BACK OF THE YARDS





Sponsorship Deadline

Agreement – April 17, 2026

Artwork – May 1, 2026

Contact us

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or call (872) 281-7832

Please visit www.bync.org to sign up for our mailing list for monthly newsletters, find out about upcoming events, or donate to the BYNC, a 501 (c)(3) non-profit.

Thank You!