



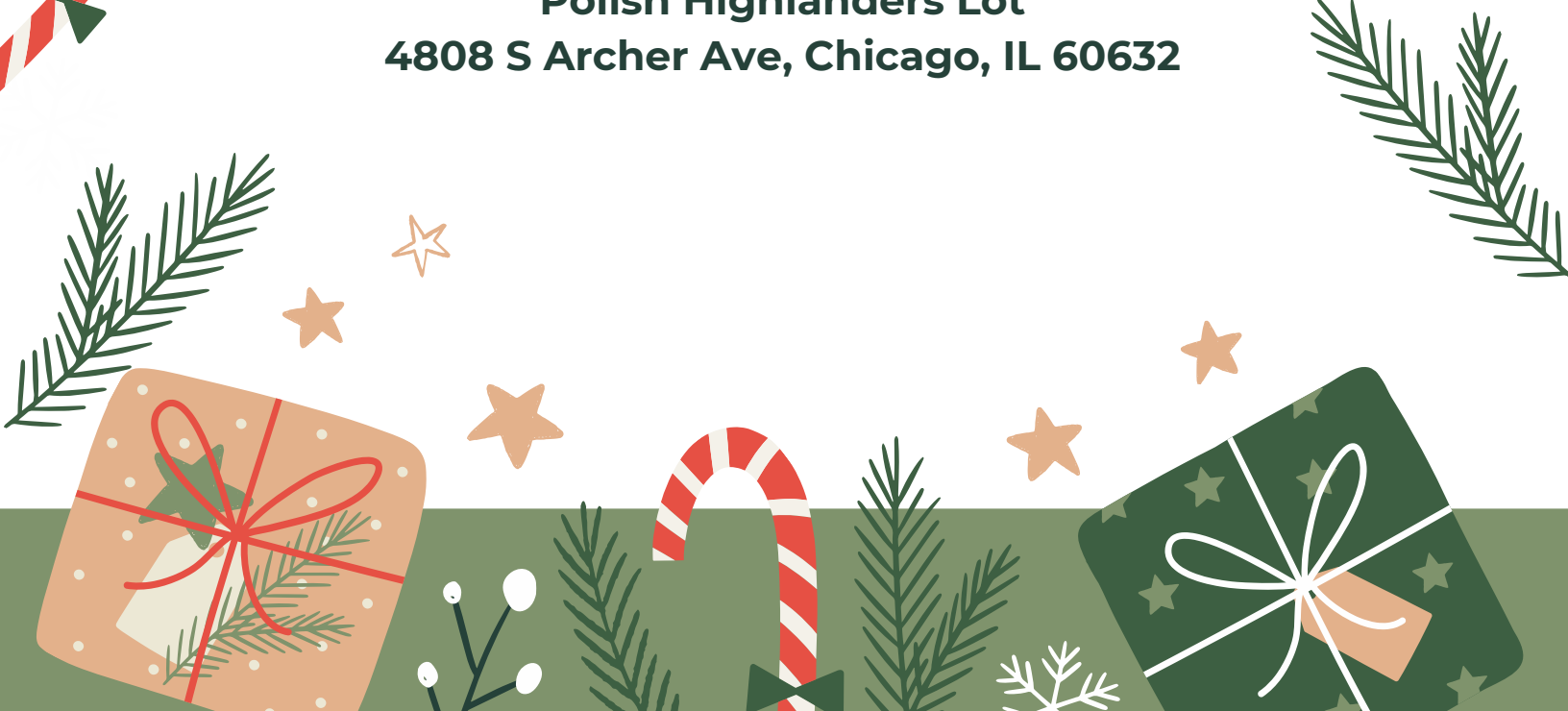
# Sponsorship Packet

**SSA 39**

# CHRISTMAS MARKET

★ DECEMBER 4-7, 2025

**Polish Highlanders Lot  
4808 S Archer Ave, Chicago, IL 60632**





Greetings!

The Archer Avenue Christmas Market, presented by SSA #39 and the Back of the Yards Neighborhood Council (BYNC), is back for its second year! From December 4–7, 2025 the Polish Highlander Lot (4808 S. Archer Ave) will be transformed into a Christmas Market with lights, music, food, artisan vendors, and fun for the whole family.

This unique event blends Polish and Mexican holiday traditions, reflecting the rich culture of the Brighton Park and Archer Heights neighborhoods. Visitors can enjoy traditional dishes like tamales, sip warm seasonal drinks, shop from local artists, take photos with Santa and the Grinch, and relax in a winter beer garden.

This sponsorship packet provides opportunities for businesses and partners to gain brand visibility, direct engagement with a young, family-oriented, predominantly Hispanic/Latino audience, and recognition as trusted community partners. Proceeds from the event directly support SSA #39 programs, including storefront façade improvements, marketing, beautification projects, and small business support.

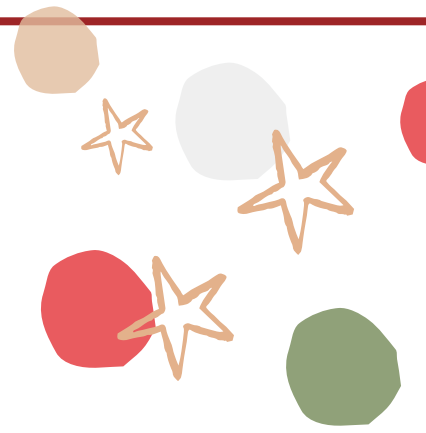
Thank you for considering this opportunity to celebrate the season while making a lasting impact in our community. Together, we can create a holiday tradition that boosts the local economy, celebrates community, and spreads joy throughout Archer Avenue.

Warm regards,

Miguel Moreno  
SSA #39 Program Manager

Cristina Toledo  
Special Events Coordinator, BYNC

# About Us



Special Service Area (SSA) #39 is managed by the Back of the Yards Neighborhood Council (BYNC). Established in 2007, SSA #39 works with more than 420 businesses located in the Brighton Park and Archer Heights neighborhoods.

Funded through a modest property tax levy, SSA #39 is able to provide “special services” that extend far beyond what the City of Chicago offers. These services include, but are not limited to: graffiti removal, advertising rebates and seasonal shopping promotions, storefront renovation rebates, vacant commercial property marketing, shopper shuttle bus service, and strategic planning for the Archer Avenue retail district.

Since its inception, SSA #39 has:

- Repaired over 1,000 storefront windows and doors.
- Distributed more than \$205,000 in façade improvement rebates since 2013, with an additional \$75,000 anticipated in the current year.
- Invested in corridor beautification and planning efforts to enhance physical conditions at the building and street level, improve parking, create a more pedestrian-friendly environment, and bring innovative and feasible ideas to the retail district.



# Event Overview

**Date:** December 4 - 7, 2025

Thursday: 3-9pm

Friday-Sunday: 12pm-10pm

**Location:** Polish Highlander  
Lot

4808 S Archer Ave, Chicago, IL  
60632



**Festive Atmosphere** – Holiday lights, music, and seasonal décor.

**Polish & Mexican Traditions** – Savor the flavors and customs of holiday favorites like tamales, ponche, and traditional Polish dishes, and shop for handmade crafts and goods.

**Live Performances** – Enjoy captivating cultural performances from the Back of the Yards Neighborhood Council's Ballet Folklórico and the Polish Highlanders of America Dance Troupe.

**Photos with Santa & the Grinch** – Capture the holiday magic with family photos alongside Santa Claus and the mischievous Grinch.

**Winter Beer Garden** – Warm up and unwind with a selection of seasonal brews.





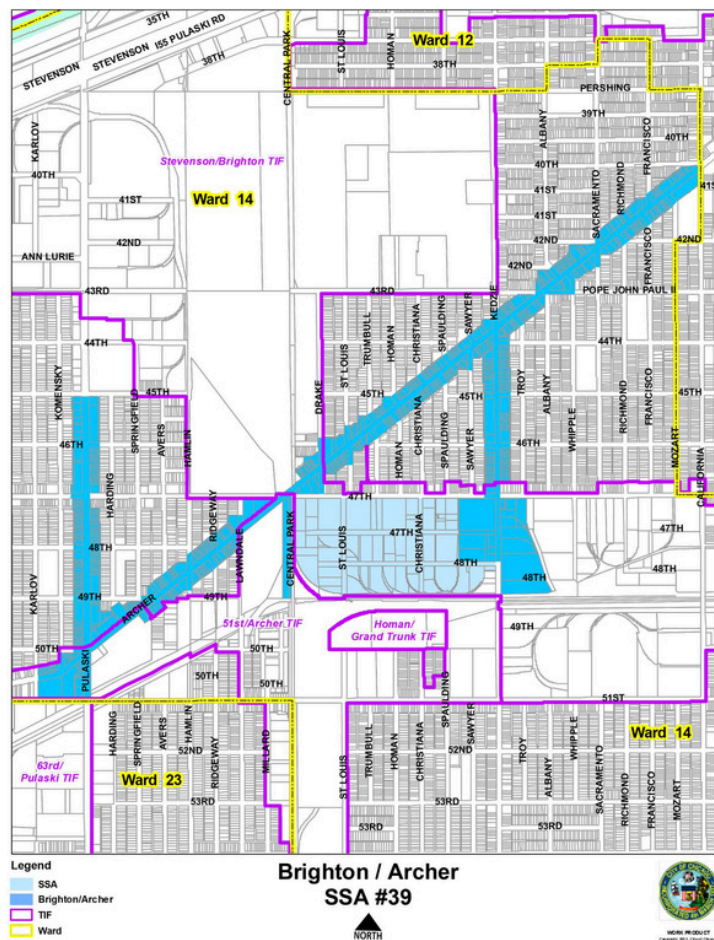
# 2024 CHRISTMAS MARKET





# Community Overview

- Approximately 17,900 households
- The vast majority identify as Hispanic/Latino
- The community is relatively young, with a strong presence of children, young adults, and middle-aged residents.
- Audience: children, parents, and multi-person households are key target groups



# Why Sponsor?

- High-value networking opportunities for those looking to establish relationships with other event sponsors and local stakeholder
- Build goodwill, enhance brand loyalty, and position yourself as trusted community partners
- Direct engagement with families and visitors



# Sponsorship Packages

## **\$6,000 Santa Claus**

- Receive one vendor hut at the market
- Stage time and sponsor recognition
- Logo showcased at the designated Photo Opportunity backdrop
- Logo placement on the event program
- Logo placement on all event publicity and marketing (website, social media, flyers, etc)

## **\$3,000 The Grinch**

- Stage time and sponsor recognition
- Logo showcased at the designated Photo Opportunity backdrop
- Logo placement on the event program
- Logo placement on all event publicity and marketing (website, social media, flyers, etc)

## **\$1,500 Jingle Bell**

- Stage time and sponsor recognition
- Logo placement on the event program
- Logo placement on all event publicity and marketing (website, social media, flyers, etc)

## **\$500 Snowflake**

- Logo placement on the event program
- Logo placement on all event publicity and marketing (website, social media, flyers, etc)

## **In Kind Donation of Goods\***

- Logo on website and event program

*\*Please contact Cristina Toledo for a listing of In Kind Donations needed.*



# Contact Us



If you would like to purchase a sponsorship or have any questions, we'd love to hear from you! Please contact Cristina Toledo or scan the QR code and fill out the interest form.

## **Cristina Toledo**

Event Coordinator, BYNC

✉ [ctoledo@bync.org](mailto:ctoledo@bync.org)

☎ (312) 709-8064

The deadline to secure your sponsorship is November 4, 2025. Don't miss the opportunity to showcase your business at this festive community celebration!

