AUGUST 9–11  |  LINCOLN PARK

CHICAGO HOT DOG FEST hits the core of our food-loving city’s long romance with the ubiquitous, multi-faceted, encased meat—the hot dog. This annual food happening, held just steps from, and benefitting, the acclaimed Chicago History Museum, has all the ingredients of an exceptional big city summer event.

CHICAGO HOT DOG FEST FEATURES HOT DOGS served by the city’s great vendors, many who offer exciting twists on the standard, as well as hot dog enhancing sides. Visitors can sample hot dogs in a wide variety of styles both old and new. There is, of course, plenty of cold craft and domestic beer on hand to wash it all down.

GREAT LOCAL AND REGIONAL BANDS PERFORM continuously from the Main Stage and provide a festive backdrop for all of this dining and drinking. A Speaker Stage features entertaining talks on the history of Chicago’s favorite food from the city’s top hot dog historians and restauranteurs. A creative Kids’ Area keeps children entertained, while a Pup Tent welcomes man’s best friend, rounding out a full smorgasbord of activities!

Event Demographics
AGE RANGE: 25-54 + children
GENDER: 45% Female | 55% Male
HHI: $80,000
EDUCATION: College Educated
ATTENDANCE: (Est.) 30,000

Media Coverage
Chicago Hot Dog Fest has been featured in Chicago Tribune, Chicago Reader, Chicago Magazine, RedEye, TimeOut Chicago and broadcast coverage from Chicago-area TV stations NBC Chicago, WTTW, WGN and FOX 32.

Social Media
Chicago Hot Dog Fest is promoted heavily through Chicago History Museum and Big Buzz Idea Group’s social media channels. In 2016, the event’s official hashtag #HotDogFest garnered over 2 million impressions over Facebook, Instagram, and Twitter.

Become a Sponsor
Join the fun while exposing your brand or company to a desirable Chicago market! The Chicago History Museum and Big Buzz Idea Group will work with you as a sponsor to develop a tailored program to meet your marketing objectives, and highlight your partnership.

See Sponsorship Registration Form
for all available levels or email brad@bigbuzzideagroup.com for more information

PRESENTED BY
Chicago History Museum

PRODUCED BY
Big Buzz Idea Group