

2026 First Look for Charity

McCormick Place | Chicago, IL | February 6 | 7-11 p.m.

First Look for Charity stands as **one of Chicago's greatest one-day fundraisers**, regularly generating more than \$2 million annually for 18 area nonprofits. Held at McCormick Place the evening before the Chicago Auto Show opens, the benevolent event is anticipated by socialites and car buffs alike. Guests are treated to champagne, wine, soft drinks, elegant hors d'oeuvres, and desserts all while being the first to explore the annual edition of the nation's largest auto show. Additionally, gala attendees have the chance to win a brand new vehicle.

Involvement with **First Look for Charity puts your company and brand in front of an affluent group of Chicago leaders**, business owners, and influencers. To maintain the exclusive and high-quality nature of the event, sponsorship availability is limited and on a first-come, first-served basis.

Who Attends

- 8,000 attendees
- Nearly equal split: 45% female, 55% male audience
- 48% of guests have a graduate or professional degree
- 47% of guests reported a household income of \$200k+
- 87% of 2025 guests indicated they intended to return to the 2026 gala



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CHICAGO ★★★★★
AUTO SHOW
First Look
for Charity



Food Station	Photobooth	Giveaway	Lounge
\$7,500	\$16,500	\$35,000	\$100,000
4 First Look for Charity Tickets	6 First Look for Charity Tickets	8 First Look for Charity Tickets	50 First Look for Charity Tickets
20 Chicago Auto Show Tickets	50 Chicago Auto Show Tickets	100 Chicago Auto Show Tickets	200 Chicago Auto Show Tickets
Recognition as Donor on all First Look for Charity signage, promotions and website	Recognition as Patron on all First Look for Charity signage, promotions and website	Recognition as Benefactor on all First Look for Charity signage, promotions and website	Recognition as Grand Benefactor on all First Look for Charity signage, promotions and website Recognition as a Premier Sponsor of the Chicago Auto Show
N/A	360° photobooth activation on showfloor	Distribution of 3,000 premium items (slippers, scarf, sunglasses, tote, etc.)	Early access to the event (6 p.m.)
N/A	Dedicated 10x10 (1,000 sq. ft.) space on showfloor for photobooth. Includes: • Carpet • Table • Two (2) chairs Staffed by photobooth company. Props for photobooth included.	Dedicated 10x10 (1,000 sq. ft.) space on showfloor to distribute premiums. Includes: • Carpet • Table • Two (2) chairs Sponsor must staff and distribute items.	Dedicated lounge on showfloor (up to 4,000 sq. ft.)* Includes: • Soft seating • Dedicated bar & bartender ◦ Beer, wine & soft drinks • Hors d'oeuvres for up to 50 guests • High top tables • Carpet • One (1) 10 AMP electrical outlet • TV monitor <i>The right to use exhibit space to exhibit and distribute information. The right to use exhibit space to sell products and services on-site. The right to use exhibit space to display company logos and signs.</i>
Table top sign with logo at table	Customized digital video with branding delivered to attendees who participate in the 360-degree photo experience with sponsor logo	N/A	One (1) dedicated staffed entrance
22x28 easel sign with logo at station	22x28 easel sign with logo at booth	22x28 easel sign with logo at booth	22x28 easel sign with logo at entrance
Inclusion in First Look for Charity digital materials, emails & website	Inclusion in First Look for Charity digital materials, emails & website	Inclusion in First Look for Charity digital materials, emails & website	Inclusion in First Look for Charity digital materials, emails & website
Inclusion on First Look for Charity map	Inclusion on First Look for Charity map	Inclusion on First Look for Charity map	Inclusion on First Look for Charity map