

# CHICAGO★STAR

## PORTFOLIO



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## SHOWCASE OF SELECT CLIENTS

# Chicago Star Media

Chicago Star Media is an award-winning marketing agency and PR company. Our team has helped many clients connect to their target audiences. We are proud to provide select examples of our recent work and initiatives.

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## Mariano's

Mariano's, Chicagoland's premier grocer, partnered with Chicago Star for an event that connected local food brands with customers. The theme was Chicago Star's 4th Anniversary Celebration in 2024. Set at the Mariano's Lakeshore East location on the outdoor patio, this event pulled together various notable vendors from around Chicago. Nearly 60 guests came out to mingle and celebrate, including Chicago Star board members and many business owners.

### Read About the Event

*“Mariano's appreciates working with Chicago Star Media! From sharing some of our favorite recipes to hosting events for the readers at our Lakeshore East store, Chicago Star Media gets the Chicago community and our customers!”*

– Amanda Puck, Director of Strategic Brand Development at Mariano's





Marketing Focus: Social Media Strategy, Graphic Design, Copywriting, Video Production

## Curative Talent

Curative Talent, a healthcare staffing agency based in Texas, hired Chicago Star to oversee their LinkedIn social media strategy. We created a social media calendar, professional graphics that aligned with their branding guidelines, and drafted compelling captions to capture audience attention.

Our team also produced several motion graphic video posts for LinkedIn as well as revamped the layout and design of their client facing information decks.

[Link to Video](#)

[Link to PDF Project](#)

PARTNERSHIP PROGRAM:  
Harvard Medical School and Harvard Online



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“  
Jackie is amazing! Her  
surgical precision and  
extensive knowledge have  
been instrumental in my  
search. With patience and a  
nonjudgmental approach,  
Jackie consistently goes  
above and beyond to ensure a  
seamless experience. I am  
truly grateful for her  
expertise and commitment to  
helping me.

Family Medicine Physician  
Minnesota Based Health Center



Marketing Focus: Video Production, Social Media Strategy, Sponsored Articles, Photography

# Christkindlmarket

Christkindlmarket selected Chicago Star as its official media sponsor for the 2022 and 2023 markets that spanned three locations. Chicago Star produced and directed the market's official video, executed their collectible mug launch strategy and created custom stories, videos, photos, and content for social media. Their campaign also included digital ads on our news website, sponsored articles, and coordination with local influencers for sneak peak access.

[Christkindlmarket Chicago: Official 2022 video](#)

[First Look at the Christkindlmarket 2022 Mug](#)

[Christkindlmarket 2022: Your pop-out guide to holiday fun](#)

[First Look at the Christkindlmarket 2023 Mug](#)

[2023 Influencer Photoshoot Behind-The-Scenes Video](#)





# The Joffrey Ballet

The Joffrey Ballet features sponsored editorial and advertising on [chicagostarmedia.com](http://chicagostarmedia.com) and in our CityBuzz e-newsletter. Now in our third year as a marketing and advertising partner, Chicago Star editorial reviews are frequently shared in Joffrey Ballet’s newsletter, which goes to tens of thousands of subscribers.

## The Joffrey Ballet’s 2025/26 season celebrates 70 years

## A historic collaboration: CSO and The Joffrey Ballet bring music and dance to life

JOFFREY ★ BALLET  
CHICAGO

ASHLEY WHEATER, MBE  
THE MARY B. GAUMIN ARTISTIC DIRECTOR

"SPELLBINDING"  
— Newcity

THE

NUTCRACKER

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\$36

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D P  
THE FLORIAN FUND  
Anne L. Kaplan  
Nancy & Sanford Kolton

2022-2023 SEASON SPONSORS

Special thanks to Live Music Sponsors Sandy and Roger Denomedi, Sage Foundation, and The Marina and Arnold Tatar Fund for Live Music.


Joffrey Company Artist Yumi Kanazawa. Photo by Todd Rosenberg

JOFFREY ★ BALLET  
CHICAGO

APRIL 19–30

THE LITTLE MERMAID  
A BALLET BY JOHN NEUMEIER

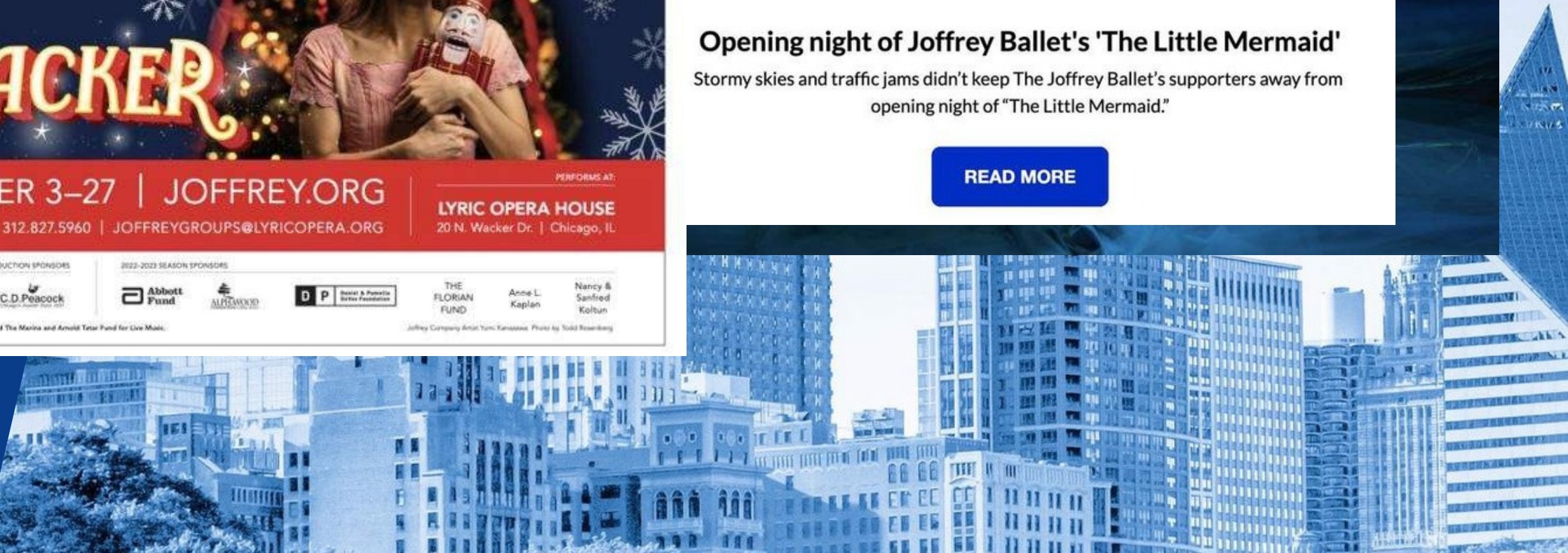
HAPPENING NOW



Opening night of Joffrey Ballet's 'The Little Mermaid'

Stormy skies and traffic jams didn't keep The Joffrey Ballet's supporters away from opening night of "The Little Mermaid."

READ MORE





# Navy Pier

Navy Pier engaged Chicago Star to drive local traffic to their programming. Through a series of stories, print advertisements, and digital advertising, local tourism flourished at Navy Pier. Reposts and shares of our stories reached 100k targeted local residents.

Navy Pier wins ‘Best Place to See Fireworks’ for third year running


Navy Pier drops summer schedule and it’s packed with must-see events

Navy Pier springs into action with vibrant arts, culture and entertainment lineup

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### Navy Pier wins ‘Best Place to See Fireworks’ for third year running

By 'Candid' Candace Jordan, Associate Publisher May 23, 2025 0



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Navy Pier has won "Best Place to See Fireworks" honors three years in a row. (Shutterstock photo)

f x in e p l

For the third consecutive year, [Navy Pier](#) has dazzled its way to the top, earning the coveted title of [Place to See Fireworks](#) in the 2025 USA TODAY 10Best Readers' Choice Travel Awards. This late accolade cements Navy Pier's reputation as Chicago's premier destination for spectacular summer shows, following back-to-back wins in 2023 and 2024.

A photograph showing a young girl in a pink tutu and a boy in a blue shirt riding colorful, unicorn-shaped carousel horses. The horses are in shades of orange, pink, and blue. The background shows other people and the carousel structure.

NAVY PIER

OPEN DAILY

Centennial Ferris Wheel  
Open Year-Round  
Ticketed

Housegiving  
November 23  
Free


Light Up The Lake  
November 25 - January 7  
Ticketed

Navy Pier is the place to be for exciting, indoor holiday events, free programming and family-friendly activities!

Step into the holiday season at Housegiving, a free house music celebration. Cozy up on the heated Centennial Ferris Wheel and enjoy spectacular views. Experience the magic at Light Up The Lake, Chicagoland's largest indoor lights experience with holiday fun for the whole family. There's something for everyone at Chicago's top lakefront destination this winter.

It's time to visit Navy Pier and discover your new favorite holiday tradition. Plan your visit at [navypier.org/events](#).

SCAN HERE



Full Calendar  
of Events &  
Free Programs



Marketing Focus: Advertising, Sponsored Articles,  
Event Planning

# Trump Hotel Chicago

Chicago Star Media supported Trump Hotel Chicago by promoting its new restaurant concepts, updated seasonal menus, and signature holiday events such as Mother's Day and Christmas. In addition to media promotion, Chicago Star provided event planning services, including organizing a summer celebration that brought together prominent Chicago media figures and influencers.

Star power: Chicago Star Media and Trump Hotel Chicago team up for a toast to success

Trump Chicago's River North Pole event: Festive family fun supporting St. Jude





Marketing Focus: Advertising and Sponsored Articles

# Randolph Street Market

Chicago Star Media has partnered with Randolph Street Market to promote its monthly markets and new vintage-focused business ventures through targeted advertising and sponsored editorial coverage. Additionally, Chicago Star secured Randolph Street Market as the official sponsor of its popular 'Ask Candid Candace' column, enhancing their visibility among our engaged readership.

Retro revival: Randolph Street Market's Modern Vintage Chicago show returns

Discover a season of surprises at Randolph Street Market





# Darvin Furniture & Mattress

Chicago Star Media supports Darvin Furniture & Mattress by promoting the brand through strategic advertising, in-store event coverage, and sponsored editorial content designed to boost visibility and drive customer engagement.

Darvin Furniture & Mattress toasts grand opening of The Marketplace

Save BIG on outdoor furniture during Darvin’s Memorial Day Sale

Will Harris and Darvin Furniture honored for community impact at Crisis Center Gala







## Additional Clients Past and Present

Brinks  
Rosebud Steakhouse  
Village of Rosemont  
Music of the Baroque  
MB Luxury  
Harry Caray's  
Eli's Cheesecake

Chicago Lighthouse  
Robert's Pizza  
World Business Chicago  
Chef Art Smith's Reunion  
Maggie Daley Park  
Illinois Holocaust Museum

Chicago Public Library Foundation  
Big Shoulders Fund  
Francis Parker School  
Fairmont Chicago Millennium Park  
Peninsula Chicago  
DuSable Black History Museum

Hippocratic Cancer Research Foundation  
Drake Hotel  
Gene and Georgetti's Steakhouse  
Misericordia  
Illinois Wine Festival  
The 900 Shops