

CHICAGO HOLIDAYS

NOVEMBER 22 – MARCH 2025 | MILLENNIUM PARK

The holiday season in Chicago is nothing short of magical. Tourists and locals alike flock to Millennium Park to enjoy the many free activities that make it the epicenter for winter fun in the city. Chicago Holidays offers over 3 months of possible brand exposure!

The annual **Tree Lighting Ceremony** is a beloved tradition that marks the beginning of Chicago's holiday season. A capacity crowd converges at Millennium Park to enjoy live programming and eagerly wait for the Mayor and special guests to "flip the switch." Scheduled for November 22.

Skating at the **McCormick Tribune Ice Rink** is a popular attraction that draws more than 100,000 skaters annually and is open to the public from mid-November to early March 2024.

Millennium Park **Holiday Sing-Along** – local Chicago choral groups lead hundreds of celebrants in song in front of Cloud Gate ("The Bean"). These festive gatherings are part concert, part sing-along and super fun. Scheduled on Fridays December 6, 13 and 20.

The **Holiday Market** is a popular destination that draws thousands of weekend market opens the evening of shoppers. Sponsor activations will be set up alongside dozens of Chicago-area artists selling jewelry, pottery and artwork, among other items. The 3-day market runs through the weekend, scheduled for November 22 - 24.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor for Tree Lighting – \$100,000

Presenting Sponsor for Ice Skating – \$100,000

Space Only Sponsor – starting at \$7,500 per day

Space Only Sponsor at Holiday Art Market – starting at \$12,500

