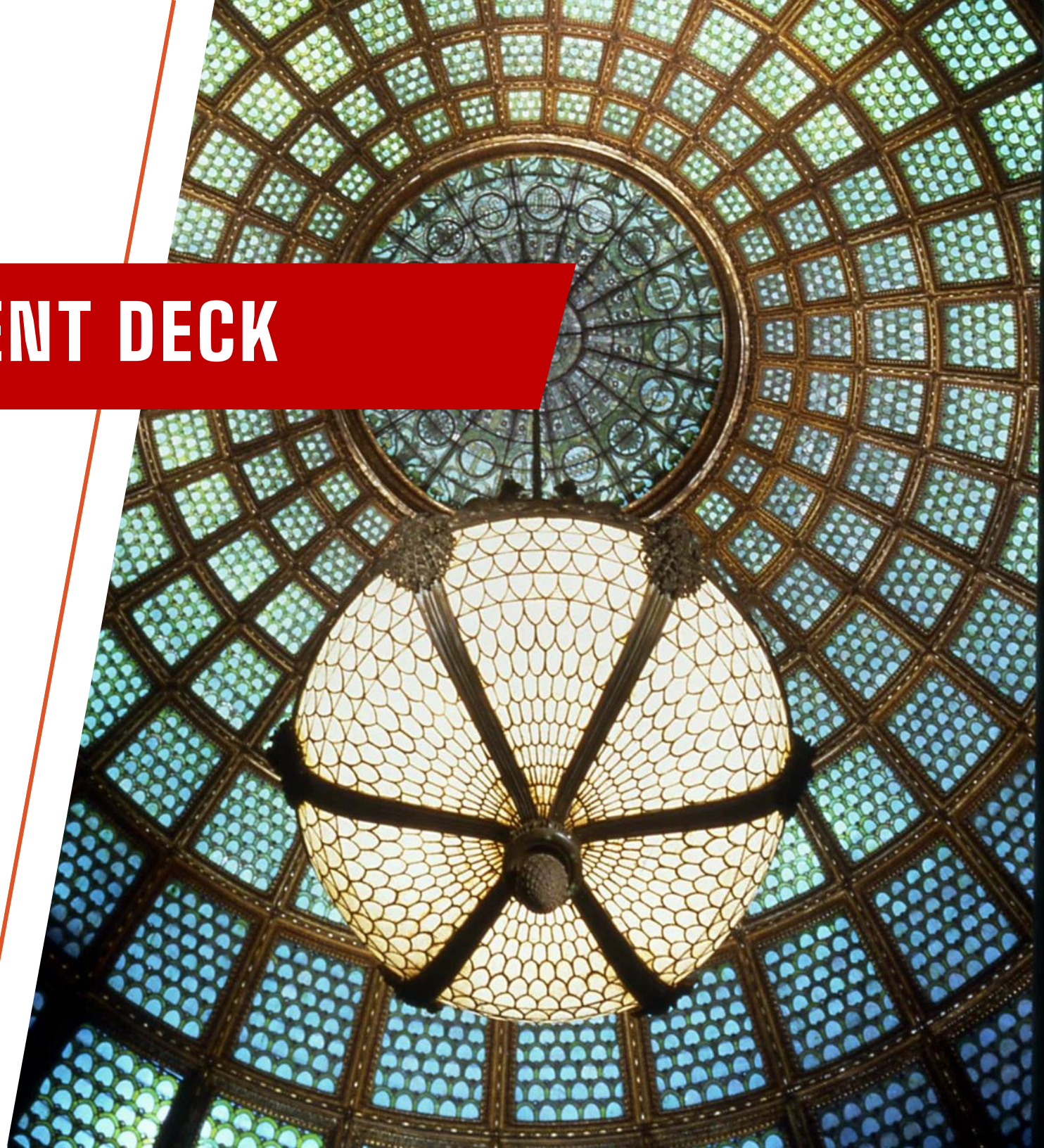


# 2024 EVENT DECK



# CORPORATE PARTNERSHIPS

The Corporate Partnerships Department is a marketing solutions powerhouse that connects the world's biggest brands with Chicago's most iconic events and citywide programs. Our goal is to bring brands directly to consumers to increase brand awareness, generate valuable press exposure, drive traffic and sales and build customer loyalty.

We help brands:

- Connect to consumers in meaningful and authentic ways
- Access world-class venues such as Millennium Park and Chicago Cultural Center
- Launch new products and campaigns in the lucrative Chicago market
- Navigate through complex city requirements and regulations

## MEET SOME OF OUR PARTNERS



# OUR REACH

## IMPRESSIONS

34% growth in total followers in 2023!

 46,687,232

 3,427,232

 715,000

*2023 cumulative across major events & programs*

## ATTENDEE PROFILE (2019)

51% Chicago Resident  
45% Caucasian  
24% 26-34 Years Old  
51% Single  
56% Female  
32% \$100k+ Income  
25% Have Children

## MEET SOME OF OUR MEDIA PARTNERS



WBEZCHICAGO



# 2024 EVENT SEASON

May – October

May 18 – August 31 *(Saturdays)*

June 1

June 6 – 9

July 1 – August 8 *(Mondays & Thursdays)*

July 9 – August 27 *(Tuesdays)*

July 18 – 21

August 8 – 24 *(Thursdays–Saturdays)*

August 10 & 11

August 29 – September 1

September 6 – 8

September 20 – 29

November 22 – March 2025

Chicago Farmers Markets

Millennium Park Summer Workouts

Chicago Gospel Music

Chicago Blues Festival

Millennium Park Summer Music Series

Millennium Park Summer Film Series

MP20 - Millennium Park 20th Anniversary

Chicago SummerDance

Chicago Air and Water Show

Chicago Jazz Festival

Taste of Chicago

World Music Festival Chicago

Chicago Holidays

All dates subject to change.



# WHAT'S NEW?

DCASE is actively seeking corporate partners for the following new sponsorship opportunities:

## **MP20 | \$100,000**

Millennium Park is turning 20 and Chicago is hosting an epic weekend celebration! More information on the next page.

## **RIDE SHARE SPONSOR | \$50,000**

Promoted as Official Ride Share Sponsor of Chicago Gospel Music, Chicago Blues Festival, Chicago Jazz Festival and Taste of Chicago. Includes opportunity to brand dedicated pick-up/drop off area at each event.

## **FAMILY FUN TENT SPONSOR | \$30,000**

A dedicated area at the Chicago Gospel, Blues and Jazz Festivals that offers family-focused activities such as instrument-making workshops and guided music-making sessions. This is an incredible opportunity for a brand to align with three world renowned music events.

## **DIGITAL HOSPITALITY SPONSOR | \$20,000**

An opportunity for one hotel to add its brand under the hospitality section of ten DCASE event websites, along with parking and public transportation sponsors. Cumulatively, the sites draw an average of 3 million visitors per year.

**Let's talk about how to customize opportunities to align with specific needs, goals and budgets!**



# MP20

JULY 18 – 21

Almost exactly 20 years since the Park's opening date of July 16, 2004, the City will host a four-day festival honoring the performance and public art history of Millennium Park. Programming will include a variety of music and dance performances, arts-based activities and public engagements.

**We are looking for one sponsor to co-host this year's epic celebration!** Leverage the robust media campaign to amplify your brand. Connect with consumers with a weekend long onsite activation. Flex with exclusive hospitality opportunities such as, reserved concert seating artist meet & greet, reception invitations, etc. Let's talk about customizing a partnership to better integrate and align your brand!

## PROGRAMMING HIGHLIGHTS:

- DCASE will partner with Grant Park Music Festival to present evening concerts.
- Saturday morning workouts will be followed by a series of curated daytime performances and self-guided activities.
- Saturday evening will feature an emceed retrospective of Millennium Park's 20-year history, presented in collaboration with cultural partners, performers and artists — all culminating in a headlining performance by Grammy Award-winning Chicagoan (*Shhhhh...announcement coming soon!*)
- The weekend ends on Sunday with parkwide music and dance activities for families and youth, including a celebratory evening concert.

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$100,000

Space Only Sponsor – starting at \$10,000

## ATTENDANCE

An average of 20M guests visit the park every year

An expected 100,000+ visitors are expected to attend the 4-day celebration

**AUDIENCE PROFILE (2019)** – Chicagoan (41%), 55-64 years old (23%), Married (47%), \$40,000-\$59,999 (18%), Male (51%), Caucasian (49%), African American (38%) and Hispanic (8%)



# MILLENNIUM PARK

## YEAR-ROUND OPPORTUNITIES

Millennium Park is a popular gathering spot in the heart of Chicago and the City's top cultural destination, drawing extensive daily foot traffic. It is available year-round for activations and offers extensive space. A great backdrop for high-end brand experiences.

Pricing is customized based on the number of promotional dates, total footprint and operational details. Park services such as security, electrical and custodial are additional costs.

### ESTIMATED ATTENDANCE (2023)

An average of 20M guests visit the park every year

**AUDIENCE PROFILE (2019)** – Local Resident (42%), International Visitor (14%), 26–34 years old (25%), Single (49%), \$60,000–\$79,000 (18%), Female (58%), Caucasian (55%), African American (35%), and Hispanic (18%)

To increase brand visibility, maximize budgets and extend audience reach, consider bringing your activation to an event that already takes place in Millennium Park. Integrate your brand with the considerable marketing and promotions that support the following events:

- **June 1** | Chicago Gospel Music Festival
- **June 6 – 9** | Chicago Blues Festival
- **July 1 – August 8** (Mondays & Thursdays) | Millennium Park Music Series
- **July 9 – August 27** (Tuesdays) | Millennium Park Film Series
- **August 29 – September 1** | Chicago Jazz Festival
- **November 22 – March 2025** | Chicago Holidays

### SPONSORSHIP OPPORTUNITIES

Space Only Sponsor – starting at \$7,500 per day for a 10' x 10' space



# CHICAGO CULTURAL CENTER

## YEAR-ROUND OPPORTUNITIES

Known as “The People’s Palace,” the Chicago Cultural Center is one of the most visited attractions in Chicago and draws incredible foot traffic because of its ideal location along Michigan Avenue and across the street from Millennium Park’s main entrance. Smaller activations work well indoors during programs and outdoors along the Washington Street entrance.

The stunning landmark building is home to two magnificent stained-glass domes and hosts a rotation of daily programming such as live music, dance and theater events, films, lectures, and art exhibitions.

### SPONSORSHIP OPPORTUNITIES

Space Only Sponsor – starting at \$5,000 per day for a 10’ x 10’ space

### OPERATIONAL CONSIDERATIONS

The Chicago Cultural Center is open daily from 10am – 5pm. Activations may begin as early as 8am and can extend up to 6pm to capture commuter traffic and maximize promotional opportunities. No amplified sound is allowed. No electrical power available outdoor. Sponsor must provide security, if needed. Building entrances and sidewalks must always be kept clear. Limited storage area available, if prearranged.

### ESTIMATED ATTENDCE (2023)

Last year the Chicago Cultural Center welcomed 400,000 visitors





# CHICAGO FARMERS MARKETS

MAY – OCTOBER

There are several markets throughout the city that operate during a 6-month season, offering a flexible schedule to accommodate activation tours.

The **Daley Plaza Farmers Market** is the largest of the markets. Located at 50 W Washing Street, it's held on Thursdays from 7am – 2pm and features a rotation of 50 vendors selling fresh fruits, vegetables, plants and flowers. The market's central location in Chicago's business district attracts significant foot traffic and is a popular lunchtime destination.

The **Division Street Market** is located at 100 W Division St and is held on Saturdays from 7am – 12pm. It's located in the heart of a popular Chicago neighborhood and is a weekly stop for families and people in the 20's – 40's age group.

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$75,000

Space Only Sponsor – starting at \$5,000 per day

## ESTIMATED ATTENDANCE (2023)

1,500 at Daley Plaza Market

3,000 at Division Street Market

## AUDIENCE PROFILE

The markets appeal to all ages, ethnic and economic levels.



# MILLENNIUM PARK WORKOUTS

MAY 18 – AUGUST 31 | SATURDAYS

Millennium Park Workouts is a FREE fitness program held at Millennium Park's Great Lawn. Morning workouts feature 45-minute classes in Pilates, Yoga, Zumba and Cardio Kickboxing. The Pilates and Yoga sessions will be accompanied by live music from renowned Chicago musicians.

Companies promoting health or wellness related products/services or targeting a health-conscious audience would align nicely with this program.

## Workout Schedule:

- 8 – 8:45am Pilates
- 9 – 9:45am Yoga
- 10 – 10:45am Cardio Kickboxing
- 11 – 11:45am Zumba®

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$20,000

Space Only Sponsor – starting at \$5,000 per day

## ESTIMATED ATTENDANCE (2023)

10,000 cumulative

## AUDIENCE PROFILE

Mostly female participants. Gym and training groups often schedule meet ups at the workouts.



# CHICAGO GOSPEL MUSIC

JUNE 1 | MILLENNIUM PARK

The Chicago Gospel Music Festival celebrates the great influence of the music genre born in this city and features traditional choirs to contemporary urban gospel mixed with hip-hop and house music. The event partners with several community organizations to schedule programs and activities throughout Chicago's diverse neighborhoods.

Kicking off the summer season in Millennium Park, this inspirational music event brings audiences of all ages and backgrounds together to celebrate the power of music. The 2023 lineup featured Choir Nation and GRAMMY® Award winners **Karen Clark Sheard and Tye Tribbett** on the Jay Pritzker Pavilion stage.

Other former headliners include Jonathan McReynolds, Donald Lawrence, Queen of Gospel Music – Albertina Walker and Shirley Caesar, The Canton Spirituals, Yolanda Adams and The Winans.

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$30,000

Space Only Sponsor – starting at \$7,500

## ESTIMATED ATTENDANCE (2023)

10,000

**AUDIENCE PROFILE (2019)** – Chicagoan (43%), 26-34 years old (33%), Single (58%), \$40,000-\$59,999 (25%), Female (67%), African American (47%), Caucasian (39%) and Hispanic (12%)



# CHICAGO BLUES FESTIVAL

JUNE 6 - 9 | MILLENNIUM PARK

The largest, free Blues festival in the world returns with four days of top tier talent performing across three stages in Millennium Park. This is the year to join us as we dedicate special programming to honor a homegrown Chicago Blues LEGEND! (*Shhhhh.....announcement coming soon!*) You definitely want to be a part of it!

As the “Blues Capital of the World,” Chicago has hosted Blues musical legends including Ray Charles, Buddy Guy, Chuck Berry, B.B. King, Koko Taylor, Etta James, Mavis Staples, Dr. John, Bettye LaVette and Keith Richards.

Last year’s line up featured four-time GRAMMY® winners Los Lobos, Blind Boys of Alabama, two-time GRAMMY® winner, Bobby Rush; multi award-winning artist and eldest son of Muddy Waters, Mud Morganfield; three of Chicago’s own living Blues legends John Primer & The Real Deal Blues Band, Lil’ Ed & The Blues Imperials, and the Jimmy Burns Band.

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$125,000

Tented Side Stage Sponsor – \$40,000 *sold*

Open Air Side Stage Sponsor – \$50,000 *sold*

Space Only Sponsor – starting at \$10,000

## ESTIMATED ATTENDANCE (2023)

150,000

**AUDIENCE PROFILE (2019)** – Chicagoan (40%), 26-34 and 55-64 years old (23%), Single (48%), \$40,000-\$59,999 (23%), Female (50%), Caucasian (56%), African American (30%) and Hispanic (11%)



# MILLENNIUM PARK MUSIC SERIES

JULY 1 – AUGUST 8 | MONDAYS & THURSDAYS

The Millennium Park Summer Music Series features 12 free concerts, showcasing a broad spectrum of genre-defying musicians – both established and emerging. The series is programmed to elevate the caliber of musical acts, allow for an increased focus on local musicians and support free, special programs with internationally renowned artists.

The concerts attract thousands of music enthusiasts as they spread out a picnic and enjoy world – class performances at Millennium Park. 2024 line up TBA.

## 2023 Concert Schedule:

June 22	Tribute to Ramsey Lewis: A Gentleman of Jazz
June 26	Eddie Palmieri Salsa Orchestra
July 13	Big Freedia
July 17	Yemi Alade
July 20	Stephen Marley
July 24	Kurt Vile and the Violators
July 31	Shemekia Copeland
Aug 10	GRAMMY® Legacies and Looking Ahead
Aug 17	PJ Morton
Aug 21	Carla Morrison

## ESTIMATED ATTENDANCE (2023)

82,000 cumulative

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$50,000

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



# MILLENNIUM PARK FILM SERIES

JULY 9 – AUGUST 27 | TUESDAYS

This popular summer program attracts thousands to picnic in the Great Lawn and enjoy free movies under the stars. Each film begins at 6:30pm and is specially curated to appeal to a wide audience. Crowds frequently near capacity and arrive as early as 3pm to set up, plenty of time to engage an eager audience looking to have some fun as they wait for movies to begin. Select film nights begin with thematic pre-programming such as character appearances, movie props and sing-alongs.

The **Presenting Sponsorship** offers a potential eight (8) days of exposure and activation opportunities at Millennium Park, Chicago's most iconic venue and the #1 tourist attraction in the Midwest. An opportunity to run a :30 sec spot on the big screen before films is an ideal option for brands who can't be onsite but still have maximum exposure. 2024 film schedule TBA.

## 2023 FILM SCHEDULE

July 11	Fast Five	Aug 8	Clueless
July 18	Turning Red	Aug 15	Top Gun: Maverick
July 25	Black Panther: Wakanda Forever	Aug 22	Barbershop
Aug 1	Summer of Soul	Aug 29	Everything Everywhere All at Once

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$50,000

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

## ESTIMATED ATTENDANCE (2023)

47,000 cumulative



# CHICAGO SUMMERDANCE

AUGUST 8 – 24 | SPIRIT OF THE MUSIC GARDEN

The Spirit of Music Garden is transformed into a lively gathering spot for guests to enjoy dancing “under the stars.” Dancers of all ages and skill levels are invited to take part in introductory, one-hour dance lessons by professional instructors followed by live music and dancing. Each day features live bands and DJs that attract capacity crowds for evenings dedicated to salsa, steppin’, swing and house music among the diverse music and dance styles from all corners of the globe.

Often used as date nights, SummerDance is a perfect sponsorship opportunity for brands related to dating or couples. Hello dating apps?!

The park setting and lack of concession options also make this event a perfect opportunity for food or non-alcoholic beverage brands to sample to an eager crowd.

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$50,000

Space Only Sponsor – starting at \$5,000 per day during Spirit of Music Garden dates

## ESTIMATED ATTENDANCE (2023)

17,000 cumulative

**AUDIENCE PROFILE (2019)** – Chicagoans (63%), 26-44 years old (44%), Single (49%), \$40,000-\$59,999 (22%), Female (66%), Hispanic (37%), Caucasian (28%) and African American (25%)



# CHICAGO AIR & WATER SHOW

AUGUST 10 & 11 | NORTH AVE BEACH

Chicago's favorite summer event! The Chicago Air & Water Show showcases precision flying at its best. Featuring military and civilian flight aerobatics, historic aircraft, simulated water rescues and parachute teams, the event is one of the largest and longest running free admission events of its kind. Headlining the show is everyone's favorite....The Blue Angels!

## HIGHLIGHTS

- Ideal event for high-volume sampling
- A full-run rehearsal show on **August 9** draws a sizable crowd and provides a bonus day for brand activations
- The **Corporate Hospitality Tent** is a unique opportunity to impress guests by putting them "front and center" of all the action
- Boasting an extensive footprint along Chicago's famed lakefront, the beach-based event can easily accommodate large activations

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$200,000

Hospitality Sponsor – pricing based on guest count

Show Sponsor – \$100,000

Space Only Sponsor – starting at \$15,000

## ABOUT THE VENUE

North Avenue Beach is "show central." Most activation areas are on sand. Level, paved and grassy sections are limited. Generator power is available if prearranged. There is no on-site parking; the closest parking is at Lincoln Park Zoo. There is an extensive marshalling yard a few miles away for large vehicle parking.

## ESTIMATED ATTENDANCE (2023)

1 million

**AUDIENCE PROFILE (2019)** – Chicagoan (64%), 26-34 years old (25%), single (54%), \$40,000-\$59,999 (15%), Male (53%), Caucasian (41%), African American (35%) and Hispanic (15%)





# CHICAGO JAZZ FESTIVAL

AUGUST 29 – SEPTEMBER 1 | MILLENNIUM PARK

A favorite Labor Day weekend tradition, the world – class Chicago Jazz Festival showcases live performances by Chicago’s vast jazz talent alongside national and international jazz legends and artists. The event is the most extensive free jazz festival in the world and has hosted renowned international artists such as Gregory Porter, Dee Dee Bridgewater, Ramsey Lewis, Jason Moran, Dianne Reeves, Roy Haynes, Cécile McLorin Salvant, Terence Blanchard, Roy Hargrove, Herbie Hancock, Miguel Zenón and many more.

The Chicago Jazz Festival has evolved into a citywide celebration that includes dozens of jazz programs scheduled throughout the city’s robust jazz club scene leading up to the performances held at Millennium Park.

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$125,000

Side Stage Sponsor – \$25,000

Space Only Sponsor – starting at \$10,000

## ESTIMATED ATTENDANCE (2023)

177,000

**AUDIENCE PROFILE (2019)** – Chicagoan (41%), 55-64 years old (23%), Married (47%), \$40,000-\$59,999 (18%), Male (51%), Caucasian (49%), African American (38%) and Hispanic (8%)



# TASTE OF CHICAGO

SEPTEMBER 6 – 8 | GRANT PARK

Taste of Chicago is THE promotional destination for brands looking to do high-volume activations, grow brand visibility or launch a new product in the lucrative Chicago market. Taste is the nation's premier free outdoor food festival showcasing the diversity of Chicago's dining scene, from local mom & pop eateries to James Beard Award-winning restaurants. Live music, popular programming areas and family friendly activities make for an unforgettable weekend.

The main stage has hosted renowned artists such as Jennifer Hudson, Juanes and Café Tacvba, Stevie Wonder, Nelly, Santana and John Mayer to name a few.

The popular **Taste Pop-Ups** will return to three Chicago neighborhoods. These "bite-sized" Taste events bring all the food, entertainment and fun into the heart of Chicago's neighborhoods for authentically local community celebrations. Dates & locations TBA.

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$200,000

Space Only Sponsor – starting at \$20,000

Several Title Sponsorship Opportunities – starting at \$35,000

Pop Ups – starting at \$5,000 per date

## ESTIMATED ATTENDANCE (2023)

155,000

**AUDIENCE PROFILE (2019)** – Chicagoan (42%), 26-44 years old (46%), Single (57%), \$40,000-\$59,999 (23%), Female (67%), African American (47%), Caucasian (39%) and Hispanic (12%)



# TASTE OF CHICAGO

SEPTEMBER 6 – 8 | GRANT PARK

## SPONSORSHIP OPPORTUNITIES

**PRESENTING SPONSOR** – for brands looking to make a big splash in the Chicago market, reach a large audience and align with the city’s favorite summer event...this high-profile opportunity offers it all!

**TITLE SPONSORSHIPS FOR THE WINE GARDEN, SPIRIT LOUNGE & BEER HALL** – located on beautiful Buckingham Fountain plaza, these properties are highly-visible and attract extensive foot traffic. Each 40’ x 60’ space is a blank canvas ready for creative branding. Sponsor-provided programming (live music, DJ’s, games, decorative furniture, etc.) add to the fun atmosphere.

**FAMILY VILLAGE TITLE SPONSOR** – a popular destination featuring family-friendly activities and programming.

**SPACE ONLY SPONSOR** – sometimes all you need is space to do your own thing. Pricing starts at \$20,000 for a 10’ x 10’ space. Final cost is determined by total footprint required.

*Food and beverage sampling are accepted on a case-by-case basis. Sample sizes are limited, and strict Chicago Department of Health requirements must be met. All samplers must take a Summer Festival Sanitation Certification Class with Illinois Restaurant Association  
(<https://www.illinoisrestaurants.org/page/SummerFestivalCertif>)*



# WORLD MUSIC FESTIVAL

SEPTEMBER 20 – 29 | CITYWIDE

The annual World Music Festival is your passport to musical acts from around the globe! The talents of more than 30 international artists and ensembles representing 22 countries and regions of the world are showcased at multiple venues throughout Chicago. Program highlights include:

## **RAGAMALA: A Celebration of Indian Classical Music**

Celebrating its 10th year, the Ragamala concert is an annual favorite that showcases the largest all-night presentation of live Indian classical music in the United States. Held at the Chicago Cultural Center, the evening draws music enthusiasts eager to participate in an experience rarely presented in the United States. Scheduled on Friday, September 20 at 6pm through September 21 at 8am at the Chicago Cultural Center.

## **GLOBAL PEACE PICNIC**

This community celebration commemorates the United Nations International Day of Peace. It's a day programmed with live music and family-friendly activities including instrument making, t-shirt silk screening, musical procession and craft vendors. Date TBA

Other World Music Festival performances will be held at venues throughout the city and may include Reva and David Logan Center for the Arts, Constellation, Sleeping Village, Schubas Tavern, The Promontory, Reggies, and Chop Shop.

## **SPONSORSHIP OPPORTUNITIES**

Presenting Sponsor – \$20,000

Space Only Sponsor – starting at \$3,500

## **ESTIMATED ATTENDANCE (2023)**

10,000 cumulative



# 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



# CONTACT US

Department of Cultural Affairs &  
Special Events

Corporate Partnerships

[Chicagopartnerships.com](http://Chicagopartnerships.com)

312.744.9217

