

# 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%)

