

# 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%)

