

# MILLENNIUM PARK FILM SERIES

JULY 16 – AUGUST 20 | TUESDAYS

This popular summer program attracts thousands to picnic in the Great Lawn and enjoy free movies under the stars. Gates open at 5pm and films begin at 6:30pm (except for the special double-feature on opening night) and are 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 six (6) 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 :60 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

July 16	E.T. the Extra-Terrestrial & Jurassic Park ( <i>gates open at 4:30pm, movies begin at 6pm</i> )
July 23	Coco
July 30	Barbie
August 6	American Fiction
August 13	Wonka
August 20	Ferris Bueller's Day Off

## SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$50,000 *sold*

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

## ESTIMATED ATTENDANCE (2023)

47,000 cumulative

