



North Avenue  
Beach



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## OVERVIEW

The 2017 Chicago Air & Water Show welcomes the acclaimed U.S. Navy Blue Angels to headline this year's event. The event is the oldest and largest free air exhibition of its kind in the United States and continues to be one of the city's most anticipated summer events. Drawing an average crowd of **1 million people**, the show features the precision flying at its finest. The U.S. Army Parachute Team Golden Knights plus the U.S. Navy Leapfrogs are also scheduled to thrill the audience at North Avenue Beach. Numerous military and civilian demonstrations round out the program.

## EVENT HIGHLIGHTS

- ✓ Ideal event for high-volume sampling
- ✓ A full run rehearsal show on August 18 draws a sizable crowd and provides an additional day for sponsor activation
- ✓ Unique to this event is the Corporate Hospitality Area, featuring private tents for sponsors to exclusively entertain guests as they enjoy the show with a front-and-center view of the action
- ✓ Boasting an extensive footprint along Chicago's famed lake front, the beach based event can easily accommodate large tour displays

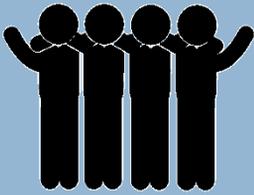


### ABOUT THE VENUE

North Avenue Beach is "show central."

Sponsor displays are on sand. Level, paved and grassy sections available in certain areas. Standard household electricity and limited truck storage available if prearranged. Water hook up available in select areas.

There is no on-site parking; the closest parking is at Lincoln Park Zoo. There is an extensive marshalling yard a few miles away.



# 1 MILLION

## expected attendance



## North Avenue Beach

### audience profile:



64% Chicagooan



22% Suburban



3% International Visitor



25% 26 – 34 years old



53% Male  
54% Single



41% Caucasian



15% \$40K-\$59,999



followers

# 25,379



chicagoairandwatershow.us

# 750,4842 hits



# 78 MILLION

## total business activity to the Chicago economy

### past partners include:

- Shell Oil Products US
- Boeing
- ABC 7
- Oracle
- Dyson
- USAA

### WEB & SOCIAL MEDIA REACH

(as of October 2016)

cityofchicago.org/dcse = 8,780,964 hits  
 E-Newsletter = 81,768 subscribers  
 DCASE Facebook = 10,949 followers  
 .@ChicagoDCASE = 9,033 followers  
 Millennium Park Facebook = 89,755 followers  
 .@Millennium\_Park = 15,588 followers  
 Chicago Cultural Center Facebook = 53,276 followers  
 .@ChiCulturalCenter = 9,122 followers

### PARTNERSHIP OPPORTUNITIES\*

**Presenting** — \$300,000 SOLD

**Show** - \$160,000

**Official Product** - \$100,000

**Hospitality** - (starting at) \$13,000

**Participating** - \$20,000

**Space Only** - \$15,000

**Media** - \$100,000 (in-kind trade value)

\* additional charge for sponsorships signed less than 30 days prior to the event \* no media sponsorships accepted less than 30 days prior to the event \* prices subject to change