



Millennium Park

**WE  
MOVED!!!**

## OVERVIEW

A "reimagined" Chicago Blues Festival has been moved to one of Chicago's most iconic venues, Millennium Park. The park's exceptional foot traffic, Michigan Avenue location and state-of-the-art sound system bring a fresh way to experience a classic event.

2017 headliners include **Billy Branch and the Sons of Blues, William Bell, Gary Clark Jr.** the centennial celebration of acclaimed guitarist **John Lee Hooker**.

As the "Blues Capital of the World," Chicago produces the largest, free outdoor blues music festival in the world featuring a month of programming throughout the city. The event draws an international audience and continues to be a hometown favorite.

The City of Chicago is committed to presenting high quality live musical performances, featuring international, national and local artists that celebrate Chicago's rich BLUES history and its influence on all genres of music.



**Corporate Partnerships**

312-744-9217

chicagopartnerships@  
cityofchicago.org

chicagopartnerships.com

The Chicago Blues Festival 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**  
**Keith Richards**  
**Stevie Ray Vaughan**  
**John Lee Hooker**  
**Lonnie Brooks**



City of Chicago  
Mayor Rahm Emanuel

CHICAGO DEPARTMENT OF  
**DCASE**  
CULTURAL AFFAIRS & SPECIAL EVENTS

[chicagobluesfestival.us](http://chicagobluesfestival.us)

# CHICAGO BLUES FESTIVAL

# 2017



# 179,000

## expected attendance



## Millennium Park

## audience profile:



56% Chicagooan



21% Suburban



5% International Visitor



23% 26 – 34 years old



56% Female  
46% Single



60% Caucasian



8% \$40K-\$59,999



followers  
**29,565**



chicagobluesfestival.us  
**578,915 hits**



# \$48 MILLION

## total business activity to the Chicago economy

- \* 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

## PARTNERSHIP OPPORTUNITIES\*

<b>Presenting</b>	<b>\$125,000</b>
<b>Crossroads Stage</b>	<b>\$60,000</b> SOLD
<b>Rhythm &amp; Blues Stage</b>	<b>\$60,000</b> SOLD
<b>Front Porch Stage</b>	<b>\$45,000</b>
<b>Participating</b>	<b>\$15,000</b>
<b>Space Only</b>	<b>\$10,000</b>
<b>Media</b>	<b>\$60,000</b>
<b>(in-kind trade value)</b>	

## What's Your Blues Name?

### 1. Use your first initial to find your first name...

A = Fat	J = Boney	S = Blind
B = Buddy	K = Curly	T = Big
C = Sticky	L = Pretty	U = Yella
D = Old	M = Jailhouse	V = Toothless
E = Texas	N = Peg Leg	W = Screamin'
F = Hollerin'	O = Red	X = Fat Boy
G = Ugly	P = Sleepy	Y = Washboard
H = Brown	Q = Bald	Z = Steel-Eye
I = Happy	R = Skinny	

### 2. Use your middle initial to find your middle name...

A = Bones	J = Fingers	S = Bad Boy
B = Money	K = Boy	T = Baby
C = Harp	L = Liver	U = Chicken
D = Legs	M = Gumbo	V = Pickles
E = Eyes	N = Foot	W = Sugar
F = Lemon	O = Mama	X = Willy
G = Killer	P = Back	Y = Tooth
H = Hips	Q = Duke	Z = Smoke
I = Lips	R = Dog	

### 3. Use your last initial to find your last name...

A = Jackson	J = Washington	S = Davis
B = McGee	K = Smith	T = Franklin
C = Hopkins	L = Parker	U = White
D = Dupree	M = Lee	V = Jenkins
E = Green	N = Thompkins	W = Bailey
F = Brown	O = King	X = Johnson
G = Jones	P = Bradley	Y = Blue
H = Rivers	Q = Hawkins	Z = Allison
I = Malone	R = Jefferson	

## WEB & SOCIAL MEDIA REACH

(as of October 2016)

cityofchicago.org/dcase = 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

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