

Chicago Cultural Center
&
Millennium Park

OVERVIEW

Building on the City's rich Gospel history, the Chicago Gospel Music Festival is partnering with several community organizations to build a year-long schedule of programs and activities to extend Gospel music throughout Chicago's diverse neighborhoods. Its home at Millennium Park, along Chicago's famed Michigan Avenue, ensures extensive foot traffic.



festival schedule



CHICAGO GOSPEL MUSIC FESTIVAL PRESENTS extends programming with free concerts and events around Chicago, throughout the year.

2016 programs included:

- New Artists Showcases
- VIP Listening Party with Travis Greene at the iHeart Media Chicago Sprite Lounge
- In-studio promotion at FOX Chicago
- Conversation moderated by GRAMMY Award Winner Michelle Williams with GRAMMY Award Winner Lalah Hathaway, in partnership The Recording Academy Chicago Chapter
- Free community concerts featuring The Jones Family Singers, Jonathan McReynolds, Chicago Mass Choir, Columbia College Gospel Choir and Repertory Ensemble and the Rickey Harris/Onederful Praise Dance Team.

FRIDAY, JUNE 2

Chicago Cultural Center
concert at Randolph Square
1-4pm

Millennium Park
Jay Pritzker Pavilion
6pm -9:30pm

SATURDAY, JUNE 3

Millennium Park
Jay Pritzker Pavilion
11am - 9:30pm



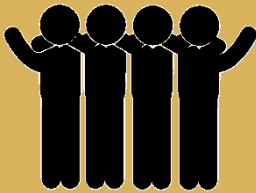
Corporate Partnerships

312-744-9217

chicagopartnerships@
cityofchicago.org

chicagopartnerships.com





20,000

expected attendance



Chicago Cultural Center
&
Millennium Park

audience
profile:



54% Chicagooan



13% Suburban



11% International
Visitor



28% 26 – 34
years old



54% Female
52% Single



53% African American



17% \$20K-\$39,999



followers
3,022

\$ 1
million



chicagogospelmusicfestival.us
95,470

total business activity to the
Chicago economy

past partners include:

- The PrivateBank
- American Family Insurance
- McDonald's
- Pepsi
- Metra

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

PARTNERSHIP OPPORTUNITIES

Presenting - \$25,000 **Space Only** - \$5,000
Media - \$75,000 (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

PRESENTING

\$30,000

- Category exclusivity
- Integration of corporate logo in event logo
- One (1) area for corporate message on event brochure
- Inclusion in 100% of secured traditional advertising (TV, radio, print, etc.)
- Corporate logo and link displayed on event website
- Inclusion in DCASE social media promotional campaign
- Corporate logo included on wind master signs
- Corporate logo included on CTA train and bus cards
- Fifty (50) main stage concert tickets
- Use of Corporate Hospitality area for one night (sponsor responsible for catering, decorating and staffing costs)
- Opportunity for main stage presentations
- Corporate mention during PA announcements
- One (1) 20' x 20' promotional area at Chicago Cultural Center and Millennium Park
- One (1) 10' x 10' promotional area at *Chicago Gospel Music Festival Presents* locations
- Opportunity to include company press release in event's official press kits
- Total of four (4) parking passes
- Two (2) delivery permits

SPACE ONLY

\$5,000

- One (1) 10' x 10' promotional space
- Total of two (2) parking passes
- One (1) delivery permit

MEDIA

\$75,000 (in-kind trade value)

- Corporate logo included on wind master signs
- Corporate logo included on event brochure
- Inclusion in 25% of secured major newspaper advertising
- Corporate logo and link displayed on event website
- Inclusion in DCASE social media promotional campaign
- Twenty (20) main stage concert tickets
- Corporate mention during PA announcements
- One (1) 10' x 10' promotional space
- Opportunity to include company press release in event's official press kits
- Total of two (2) parking passes
- One (1) delivery permit

The City of Chicago reserves the right to determine who is eligible to be an official sponsor of its events. Applicants for sponsorship must be able to provide financial and/or in-kind support in an amount or quantities determined by the City as necessary to assist in the funding of the event. Applicants for sponsorship must not be of a nature that they will discourage family attendance at the event or pose a substantial risk of engaging in activities contrary to the purpose of the event or the corporate purposes of the City. Sponsors shall be selected without regard to the viewpoint they desire to express. The sponsor must submit and obtain approval of a marketing plan in accordance with the standards set forth in the Sponsorship Agreement. No 3rd party partners will be allowed without written consent at time of contract.