

CHICAGO JAZZ FESTIVAL

2017



Chicago Cultural Center & Millennium Park



Corporate Partnerships

312-744-9217

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chicagopartnerships.com

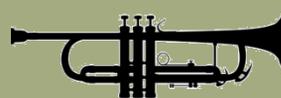
OVERVIEW

What began in 1979, the Chicago Jazz Festival has become a Labor Day Weekend tradition. Known for its artistic creativity, the free admission festival showcases Chicago's vast jazz talent alongside national and international artists, highlighting Chicago's prominent role in Jazz history. The festival is held over four days in Millennium Park; a world-renowned venue that boasts one of the world's most advanced sound systems.

Past performers include: Gregory Porter, Dee Dee Bridgewater, Jason Moran, Dianne Reeves, Roy Haynes, Cécile McLorin Salvant, Terence Blanchard, Roy Hargrove, Herbie Hancock, Miguel Zenón and many more.

HIGHLIGHTS

Look for pre-festival events - by expanding free jazz programs in the months before the festival, that have included jazz films, photo exhibits and community concerts, the festival seeks to create different levels of participation throughout the city to build awareness and excitement for the upcoming festival.



Millennium Park

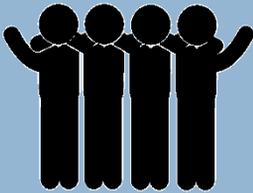
Millennium Park is a world renowned center for art, music, architecture and landscape design featuring the Jay Pritzker Pavilion, the most sophisticated outdoor concert venue of its kind in the United States with a state-of-the-art sound system. The pavilion has 4,000 seats and the Great Lawn can accommodate approximately 7,000 more people. The prominent location of the park, along Chicago's famed Michigan Avenue, attracts extensive foot traffic.



chicagojazzfestival.us

CHICAGO JAZZ FESTIVAL

2017



150,000

expected attendance



Millennium Park

audience profile:



52% Chicagooan



21% Suburban



5% International Visitor



21% 35 – 44 years old



54% Male
41% Single



46% Caucasian



44% first time visitors



@ChiJazzFest

2,274 followers



followers total reach
8,943 937,701



chicagojazzfestival.us
288,341 hits



9.8 MILLION

total business activity to the Chicago economy

previous partners include:

- Stella Artois
- Chicago Tribune
- Dyson
- Samsung
- Pepsi
- Xfinity
- American Airlines

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 - \$75,000

Von Freeman Stage - \$25,000

Jazz & Heritage Stage - \$25,000

Participating - \$12,500

Space Only - \$8,500

Media - \$50,000 (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



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