



OVERVIEW

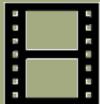
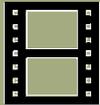
This popular summer program provides 13 possible promotional days. All movies are held at the Jay Pritzker Pavilion at Millennium Park and are specially curated for mass appeal.

Film enthusiasts arrive as early as 3pm to set-up their areas; an opportune time to integrate brand activations and engage the crowd.

All films are FREE and start at 6:30PM.

2017 FILMS*

13-Jun	Blues Brothers
20-Jun	Caddy Shack
27-Jun	Julie and Julia
4-Jul	NONE
11-Jul	El Norte
18-Jul	LaLaLand
25-Jul	Network
1-Aug	Bend it Like Beckham
8-Aug	Ghost & The Shining
15-Aug	Hidden Figures
22-Aug	Five Heartbeats
24-Aug	Snow White <i>(Thursday, 10am start)</i>
29-Aug	Princess Bride
5-Sep	Wayne's World



** Films subject to change*



No show on July 4th



Corporate Partnerships

312-744-9217

chicagopartnerships@cityofchicago.org

chicagopartnerships.com

PARTNERSHIP OPPORTUNITIES
Film Night.....\$30,000/night
Space Only.....\$5,000/night

MILLENNIUM PARK FILM SERIES

marketing packages can be customized

Tuesdays
June 13 – August 29

2017

FILM NIGHT

\$30,000/per night

This package offers a single sponsor "ownership" for the night and countless possibilities for creative promotions that tie into the movie (i.e. a candy sponsor for Willy Wonka). There is a captive audience that arrives as early as 3 hours before each show, a perfect time for active engagements.

- Category Exclusivity for the evening
- Incorporation in social media promotion with no less than (10) posts on either Department of Cultural Affairs & Special Events Facebook or Twitter
- Logo inclusion on event website with affiliated show
- Logo inclusion on screen rotation prior to the show starting
- Stage presentation to welcome the crowd
- Opportunity to run a 1:00 minute spot on big screen before the show begins
- Opportunity to host a corporate hospitality event for up to 100 people (sponsor pays for décor and catering)
- One hundred (100) reserved seats to be used for internal or promotional use
- Opportunity for a 10'x10' promotional space at the event
- Two (2) Millennium Garage parking passes
- One (1) delivery pass

SPACE ONLY

\$5,000/per night

- One (1) 10' x 10' promotional space
- One Millennium Park Garage parking pass
- One (1) delivery pass

* 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

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.