



Fridays – Sundays



## OVERVIEW

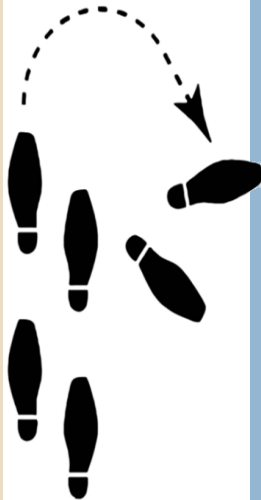
Swing, waltz, cha-cha...or simply enjoy the music at the largest annual outdoor live music and dancing series in the United States. Dancers of all ages and skill levels are invited to take part in introductory, one-hour dance lessons by professional instructors followed by live music and dancing. The event offers an impressive 36 days of promotional opportunities.

The diverse musical lineup showcases dance styles from all corners of the globe. In any given season, approximately 42 live bands offer "mass appeal" programming that draws an audience as diverse as the music and dance.

Expected attendance for SummerDance is 60,000 for the season.

## AUDIENCE PROFILE

- 53% - Female
- 54% - Single
- 42% - Caucasian
- 28% - 35 to 44 years old
- 74% - Chicagoan
- 20% - Suburban
- 21% - \$40K to \$59,999K



## SummerDance-off

A dance competition like no other, SummerDance-off will host four competitions in the park – two footwork competitions and two steppin' competitions.

These battles will each lead to one winner who will go on to a winner-take-all show at Millennium Park on August 26th.



## Corporate Partnerships

Christine Jacob  
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SummerDance boasts a very active and engaged following:



@SummerDanceChi  
1,001 followers



followers  
15,829



chicagosummerdance.org  
353,369 hits