



# WHAT'S NEW?

We are so excited to share the following  
First Look highlights for 2017:

## WE'RE MOVING!

A "reimagined" **Chicago Blues Festival** is moving 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 will bring a fresh way to enjoy a classic event.

## MILLENNIUM PARK OPPORTUNITIES!

As one of Chicago's top destinations, **Millennium Park** is undeniably one of the most sought-after venues for brands to reach a cross-section of consumers, from Chicagoans representing the city's 77 neighborhoods, suburban families and a significant presence of international visitors. Growing interest has resulted in more onsite promotional opportunities throughout the year.

## TARGETED AUDIENCE!

Last year's inaugural Millennium Park Film & Music Series was a resounding success but partners requested separate series to attract targeted audiences. We heard you! Now brands can choose between the **Millennium Park Film Series** or **Millennium Park Music Series** to better align their brand/activation.

## BRAND INTEGRATION!

The *Series Sponsorship* package at **Lake FX Creative-Con** offers an opportunity for genuine brand integration. In addition to standard promotional benefits, partners can develop their own panel discussion or workshop that targets Chicago's arts & creative community.

## DANCE COMPETITION!

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.

## ENHANCED MARKETS PROGRAM!

The **Chicago City Markets** packages the City's markets under one umbrella. By combining the resources of the popular Chicago Farmers Markets, Community Markets and Maxwell Street Market, we can extend brand exposure across several locations throughout the year.