



North Avenue
Beach



Partnerships Division
312-744-9217

chicagopartnerships@cityofchicago.org

chicagopartnerships.com

OVERVIEW

Featuring military and civilian flight aerobatics, historic aircraft, simulated water rescues and parachute teams, the Chicago Air and Water Show is one of the largest and longest-running free admission events of its kind. Expected to attract **1 million people** to North Avenue Beach, the 2018 show will feature the U.S. Air Force Thunderbirds as well as the U.S. Army Parachute Team Golden Knights and the U.S. Navy Leapfrogs

EVENT HIGHLIGHTS

- ✓ Ideal event for high-volume sampling
- ✓ A full run rehearsal show on August 17 draws a sizable crowd and provides an additional day for sponsor activation
- ✓ Unique to this event is the Corporate Hospitality Area, featuring private tents for sponsors to exclusively entertain guests as they enjoy the show with a front-and-center view of the action
- ✓ Boasting an extensive footprint along Chicago's famed lake front, the beach based event can easily accommodate large tour displays



ABOUT THE VENUE

North Avenue Beach is "show central."

Sponsor displays are on sand. Level, paved and grassy sections available in certain areas. Standard household electricity and limited truck storage available if prearranged. Water hook up available in select areas.

There is no on-site parking; the closest parking is at Lincoln Park Zoo. There is an extensive marshalling yard a few miles away.



1 MILLION
expected
attendance



audience profile:



64% Chicagooan



22% Suburban



3% International Visitor



25% 26 – 34 years old



53% Male
54% Single



41% Caucasian



15% \$40K-\$59,999

PARTNERSHIP OPPORTUNITIES

PRESENTING - sold
\$300,000

SPACE ONLY
\$15,000

SHOW
\$160,000

HOSPITALITY
(starting at) \$13,000

OFFICIAL PRODUCT
\$100,000

MEDIA
\$100,000 (in-kind trade value)

PARTICIPATING
\$20,000

No 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.

WEB & SOCIAL MEDIA REACH *(as of November 2017)*

chicagoairandwatershow.us = 606,131 hits
cityofchicago.org/dc case = 1,264,707 hits
E-Newsletter = 82,000 subscribers

Chicago Air & Water Show Facebook = 28,017 followers
DCASE Facebook = 15,389 followers
Millennium Park Facebook = 102,106 followers
Chicago Cultural Center Facebook = 56,778 followers

.@ChicagoDCASE = 10,600 followers
.@Millennium_Park = 17,800 followers
.@ChiCulturalCenter = 10,600 followers