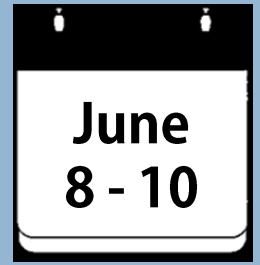


CHICAGO BLUES FESTIVAL

2018



Millennium Park



Partnerships Division

312-744-9217

chicagopartnerships@cityofchicago.org

chicagopartnerships.com

OVERVIEW

Now in Millennium Park, one of Chicago's most iconic venues, the Chicago Blues Festival features the live music performances of over 100 national, international and local artists celebrating the city's rich Blues tradition while shining a spotlight on the genre's contributions to soul, R&B, gospel, rock, hip hop and more.

The 2017 move to Millennium Park received rave reviews for the exceptional visitor experience and state-of-the-art sound system and gave visitors a fresh way to experience this classic event.

2018 HIGHLIGHTS

Friday, June 8

- 65th Anniversary Tribute to Delmark Records and Bob Koester

Saturday, June 9

- Little Walter Tribute – 50th Anniversary
- Will Clayton
- Selwyn Birchwood

Sunday, June 10

- Mavis Staples
- Kenny Neal
- Fantastic Negrito

As the "Blues Capital of the World," the Chicago Blues Festival has attracted the Who's Who of Blues music including: **Ray Charles, Buddy Guy, Chuck Berry, B.B. King, Koko Taylor, Etta James, Dr. John and Stevie Ray Vaughan** to name a few.

The three days of music on four stages draw an international audience and continues to be a hometown favorite as the city's largest music festival.

This is the third of three consecutive weekend festivals in Millennium Park that spotlight Chicago's music legacy, starting with the Chicago House Music Festival and the Chicago Gospel Music Festival.



City of Chicago
Mayor Rahm Emanuel

CHICAGO DEPARTMENT OF
DCASE
CULTURAL AFFAIRS & SPECIAL EVENTS

chicagobluesfestival.us

CHICAGO BLUES FESTIVAL

2018



500,000

expected attendance



Millennium Park

audience profile:



48% Chicagooan



22% Suburban



6% International Visitor



20% aged 26 – 34

20% aged 55 - 64



60=% Male

62% Single



53% Caucasian



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



PARTNERSHIP OPPORTUNITIES

Presenting	\$125,000
Crossroads Stage	\$60,000 sold
Juke Joint Stage	\$60,000 sold
Front Porch Stage	\$50,000
Space Only	\$15,000
Media	\$75,000
	(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.

WEB & SOCIAL MEDIA REACH

(as of November 2017)

Chicagobluesfestival.us = 570,743 hits
 cityofchicago.org/dcase = 1,264,707 hits
 E-Newsletter = 82,000 subscribers

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

What's Your Blues Name?

1. Use your first initial to find your first name...

A = Fat	J = Boney	S = Blind
B = Buddy	K = Curly	T = Big
C = Sticky	L = Pretty	U = Yella
D = Old	M = Jailhouse	V = Toothless
E = Texas	N = Peg Leg	W = Screamin'
F = Hollerin'	O = Red	X = Fat Boy
G = Ugly	P = Sleepy	Y = Washboard
H = Brown	Q = Bald	Z = Steel-Eye
I = Happy	R = Skinny	

2. Use your middle initial to find your middle name...

A = Bones	J = Fingers	S = Bad Boy
B = Money	K = Boy	T = Baby
C = Harp	L = Liver	U = Chicken
D = Legs	M = Gumbo	V = Pickles
E = Eyes	N = Foot	W = Sugar
F = Lemon	O = Mama	X = Willy
G = Killer	P = Back	Y = Tooth
H = Hips	Q = Duke	Z = Smoke
I = Lips	R = Dog	

3. Use your last initial to find your last name...

A = Jackson	J = Washington	S = Davis
B = McGee	K = Smith	T = Franklin
C = Hopkins	L = Parker	U = White
D = Dupree	M = Lee	V = Jenkins
E = Green	N = Thompkins	W = Bailey
F = Brown	O = King	X = Johnson
G = Jones	P = Bradley	Y = Blue
H = Rivers	Q = Hawkins	Z = Allison
I = Malone	R = Jefferson	

Partnerships Division

312-744-9217 | chicagopartnerships@cityofchicago.org