



Chicago Cultural Center & Millennium Park



OVERVIEW

Celebrating the great influence of the music genre born in this city 80 years ago, the Chicago Gospel Music Festival features two days of local and national artists from traditional choirs to contemporary urban styles at the largest free, outdoor gospel music festival of its kind.



Highlights:

Concerts at both Millennium Park and the Chicago Cultural Center ensure extensive foot traffic at Michigan Avenue and throughout Millennium Park – one of Chicago’s most iconic venues and the #1 tourist attraction in the Midwest.

The festival partners with several community organizations to build a year-long schedule of programs and activities throughout Chicago’s diverse neighborhoods.

This is the second of three consecutive weekend festivals in Millennium Park that spotlight Chicago’s music legacy, starting with the Chicago House Music Festival and concluding with the Chicago Blues Festival.

CHICAGO GOSPEL MUSIC FESTIVAL PRESENTS extends programming with free concerts and events around Chicago, throughout the year.

2017 programs included:

- New Artists Showcases
- VIP Listening Party with Travis Greene at the iHeart Media Chicago Sprite Lounge
- In-studio promotion at FOX Chicago
- Conversation moderated by GRAMMY Award Winner Michelle Williams with GRAMMY Award Winner Lalah Hathaway, in partnership The Recording Academy Chicago Chapter
- Free community concerts featuring The Jones Family Singers, Jonathan McReynolds, Chicago Mass Choir, Columbia College Gospel Choir and Repertory Ensemble and the Rickey Harris/Onederful Praise Dance Team.



Partnerships Division

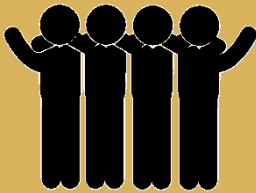
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CHICAGO GOSPEL MUSIC FESTIVAL

2018



20,000

expected attendance



Chicago Cultural Center
&
Millennium Park

audience
profile:



54% Chicagooan



13% Suburban



11% International
Visitor



28% 26 – 34
years old



54% Female
52% Single



53% African American



17% \$20K-\$39,999



chicagogospelmusicfestival.us

74,382 hits



followers 3,642

WEB & SOCIAL MEDIA REACH

(as of November 2017)

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

PARTNERSHIP OPPORTUNITIES

Presenting - \$30,000

Space Only - \$5,000

Media - \$60,000 (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.

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