



CHICAGO HOUSE MUSIC FESTIVAL



**Millennium Park &
Chicago Cultural
Center**

OVERVIEW

This event is high energy, fast paced and a Chicago original! Chicago House Music Festival brings Millennium Park alive with DJs and live performances that showcase the sounds and styles of house, the Chicago-born music that has revolutionized dance music internationally. A dance tent featuring DJ sets, house dance lessons, workshops and panel discussions complete the house experience.

A House Music Conference is scheduled on Thursday, May 24 and Friday, May 25 at the Chicago Cultural Center for musicians, DJs and industry participants.

These events celebrate Chicago house music – a truly original genre created in the city during the 1980s. The form takes its name from an old Chicago night club called The Warehouse, where resident DJ Frankie Knuckles mixed old disco classics, Euro-pop and electronic beats into a high-energy amalgamation.



PARTNERSHIP OPPORTUNITIES

Presenting	Space Only	Media
\$25,000	\$5,000	\$50,000 (in-kind value)



20,000

Expected Attendance

Web & Social Media Reach

(as of November 2017)

cityofchicago.org/dcse = 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

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



Partnerships Division

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