

CHICAGO JAZZ FESTIVAL

2018



August 30
through
September 2

OVERVIEW

A favorite Labor Day weekend tradition, the world class Chicago Jazz Festival showcases four stages of live performances by Chicago's vast jazz talent alongside national and international jazz legends and artists at the free-admission event in Millennium Park.

In the spirit of its 40th year celebration, DCASE has dedicated the 6 days leading up to the Chicago Jazz Festival to promoting the City's robust Jazz scene. Numerous clubs and organizations throughout Chicago have planned special programs, activities and after-sets that will keep Jazz fans entertained all night....and all week long. The additional days of club programs provide a Presenting Partner with extensive brand reach and visibility!

Known for its artistic creativity, the festival attracts renowned international artists such as Gregory Porter, Dee Dee Bridgewater, Jason Moran, Dianne Reeves, Roy Haynes, Cécile McLorin Salvant, Terence Blanchard, Roy Hargrove, Herbie Hancock, Miguel Zenón and many more, while maintaining a focus on Chicago's contributions to the international jazz scene.



2018 Highlights

- ✓ Commissioned world premieres, residences and special collaborations
- ✓ Jazz programs that encourage youth and engage a younger audience
- ✓ FREE public programs (workshops, discussions, presentations and films) throughout the City
- ✓ Brass band parades



GLOBAL REACH

WFMT Radio Network and its nationally-syndicated Jazz Network will showcase select recordings of the Chicago Jazz Festival through more than 60 stations around the country. Selected recordings will also air internationally in China, the United Kingdom, Austria and other countries through the European Broadcasting Union, extending the reach of the festival to hundreds of thousands of listeners worldwide.



Partnerships Division

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chicagojazzfestival.us



180,000
expected attendance



**Millennium Park
& City-Wide**

audience
profile:



52% Chicagooan



21% Suburban



5% International
Visitor



21% 35 – 44 years old



54% Male
41% Single



46% Caucasian



44% first time visitors

PARTNERSHIP OPPORTUNITIES

Presenting
\$100,000

Von Freeman Stage
\$25,000

Jazz & Heritage Stage
\$25,000

Participating
\$12,500

Space Only
\$8,500

Media
\$50,000
(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)*

Chicagojazzfestival.us = 315,2778 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



As the #1 tourist attraction in the Midwest, Millennium Park offers extensive foot traffic, a premier visitor experience and a state-of-the-art sound system.

The pavilion has 4,000 seats and the Great Lawn can accommodate approximately 7,000 more people.