

CHICAGO JAZZ FESTIVAL

2018



**August 24
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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chicagopartnerships.com



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.

CHICAGO JAZZ FESTIVAL

marketing packages can be customized

PRESENTING

\$100,000

- Corporate mention during live (local) and delayed (national and international) radio broadcasts of select Festival sets
- Inclusion in 100% of secured traditional advertising (TV, radio, print, etc.)
- Corporate logo and link displayed on event website
- Inclusion in DCASE social media promotional campaign
- Corporate logo included on wind master signs placed throughout the event site
- Four (4) dedicated wind master signs
- Corporate logo on main stage backdrop banner
- Corporate logo included on CTA train and bus cards
- One hundred (100) main stage concert tickets, per night
- Use of Corporate Hospitality area for one night (sponsor responsible for catering, decorating and staffing costs)
- Opportunity for main stage presentations
- Corporate mention during PA announcements from all stages
- One (1) 20' x 20' promotional tent at Millennium Park
- Opportunity to include company press release in event's official press kits
- Ten (10) parking passes
- Four (4) delivery permits

CLUBS & PARTNER VENUES

- Corporate logo/event logo lock up used for Chicago Jazz Festival related print promotions
- Stage recognition and print acknowledgements as "Chicago Jazz Festival, Presented by (presenting sponsor)"

VON FREEMAN STAGE or JAZZ & HERITAGE STAGE

\$25,000

- Category exclusivity
- Corporate logo included on event brochure and sponsor title in daily program schedule
- Inclusion in 50% of secured radio and major newspaper advertising
- Corporate logo and link displayed on event website
- Inclusion in DCASE social media promotional campaign
- Opportunity to brand side stage (signage specs provided by DCASE)
- Corporate logo included on wind master signs placed throughout the event site
- Corporate logo included on CTA train and bus cards
- Fifty (50) main stage concert tickets, per night
- Opportunity for stage presentations
- Corporate mention during PA announcements from all stages
- One (1) 20' x 20' promotional space at Millennium Park
- Opportunity to include company press release in event's official press kits
- Total of four (4) parking passes
- Two (2) delivery permits

PARTICIPATING or MEDIA

\$12,500
\$50,000 (in-kind trade value)

- Corporate logo included on wind master signs placed throughout the event
- Corporate logo included on event brochure
- Inclusion in 25% of secured major newspaper advertising
- Corporate logo and link displayed on event website
- Inclusion in DCASE social media promotional campaign
- Twenty (20) main stage concert tickets, per night
- Corporate mention during PA announcements from all stages
- One (1) 10' x 10' promotional space at Millennium Park
- Opportunity to include company press release in event's official press kits
- Total of two (2) parking passes
- One (1) delivery permit

SPACE ONLY

\$8,500

- One (1) 10' x 10' space at Millennium Park
- Total of two (2) parking passes
- One (1) delivery permit

The City of Chicago reserves the right to determine who is eligible to be an official sponsor of its events. Applicants for sponsorship must be able to provide financial and/or in-kind support in an amount or quantities determined by the City as necessary to assist in the funding of the event. Applicants for sponsorship must not be of a nature that they will discourage family attendance at the event or pose a substantial risk of engaging in activities contrary to the purpose of the event or the corporate purposes of the City. Sponsors shall be selected without regard to the viewpoint they desire to express. The sponsor must submit and obtain approval of a marketing plan in accordance with the standards set forth in the Sponsorship Agreement. No 3rd party partners will be allowed without written consent at time of contract.