



**Montrose Harbor**

## OVERVIEW

Up, up and away – kids of all ages will get swept up in the fun at this spring tradition at Montrose Harbor’s Cricket Hill.

- Free kite kits are distributed to children with tented areas for building and decorating. Branding opportunities are available.
- Additional family activities include professional kite flying demonstrations, face painting, balloon artists, DJ music and more.
- This wholesome family event offers endless opportunities for creative Partnerships.



## PARTNERSHIP OPPORTUNITIES

**Presenting** – \$15,000 sold  
**Space Only** - \$5,000  
**Media** - \$30,000 (in-kind trade value)



**15,000**

**expected attendance**



**5,000**

**FREE kite kits given away**

## WEB & SOCIAL MEDIA REACH

*(as of November 2017)*

cityofchicago.org/dc case = 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



**Partnerships Division**

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## AUDIENCE PROFILE

Families with children primarily between the ages of 1 – 12