



**June 28 –  
August 26**

**Thursdays –  
Sundays**

## OVERVIEW

Swing, waltz, cha-cha...or simply enjoy the music at the largest annual outdoor live music and dancing series in the United States. Dancers of all ages and skill levels are invited to take part in introductory, one-hour dance lessons by professional instructors followed by live music and dancing.

An impressive 35+ days of promotional opportunities feature over 40 live bands and DJs that attract capacity crowds for evenings dedicated to salsa, steppin', swing and house music among the diverse music and dance styles from all corners of the globe.

The event's primary home is at the picturesque Spirit of Music Garden in Grant Park. Special programs scheduled at multiple venues offer additional brand engagement opportunities.

## SCHEDULE

**SummerDance in the Parks**  
June 27-August 29  
Wednesdays

**Spirit of Music Garden**  
June 28-August 24  
Thursday - Sundays

**Neighborhood SummerDance Celebrations**  
July 14 & 28 and August 11

**Maxwell Street Market**  
June 24, July 22, & August 26

**SummerDance Celebration**  
August 25 at Millennium Park



## AUDIENCE PROFILE

**60,000 - expected attendance**  
cumulative

- 53% - Female
- 54% - Single
- 42% - Caucasian
- 28% - 35 to 44 years old
- 74% - Chicagoan
- 20% - Suburban
- 21% - \$40K to \$59,999K



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# CHICAGO SUMMERDANCE CELEBRATION

# 2018



## OVERVIEW

SummerDance culminates in Millennium Park with **SummerDance Celebration**, a full day of interactive programs and professional performances throughout the park. The diverse lineup showcases dance styles from all corners of the globe. Live bands, DJ's, dance instructions, competitions and performances offer "mass appeal" programming that draws an audience as diverse as the music and dance.



## 2017 PROGRAM HIGHLIGHTS

- ✓ Main Stage Performances by Professional Dance Companies
- ✓ Performances by Local Dance Organizations
- ✓ Footwork + Steppin' Dance Competitions with DJ's
- ✓ Dance Circle
- ✓ Renegade Dance-Off
- ✓ Dance Party with DJ and Dancers

SummerDance boasts a very active and engaged following:



**@SummerDanceChi**  
**1,099 followers**



**Followers – 17,360**  
**Total Reach – 64,632**



**chicagosummerdance.org**  
**329,806 hits**



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