

MP20

JULY 18 – 21

Almost exactly 20 years since the Park's opening date of July 16, 2004, the City will host a four-day festival honoring the performance and public art history of Millennium Park. Programming will include a variety of music and dance performances, arts-based activities and public engagements.

We are looking for one sponsor to co-host this year's epic celebration! Leverage the robust media campaign to amplify your brand. Connect with consumers with a weekend long onsite activation. Flex with exclusive hospitality opportunities such as, reserved concert seating artist meet & greet, reception invitations, etc. Let's talk about customizing a partnership to better integrate and align your brand!

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$100,000 *sold*

Space Only Sponsor – starting at \$10,000

ATTENDANCE

An average of 20M guests visit the park every year

An expected 150,000+ visitors are expected to attend the 4-day celebration

AUDIENCE PROFILE (2019) – Chicagoan (41%), 55-64 years old (23%), Married (47%), \$40,000-\$59,999 (18%), Male (51%), Caucasian (49%), African American (38%) and Hispanic (8%)

**Event sponsorship deadline is
Friday, June 28, 2024**



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Programming highlights:

Thursday, July 18

Kicking off the 20th Anniversary Celebration, the **¡Súbelo! Festival** will be headlined by Fruko y Sus Tesos, the popular Latin music group from Colombia, presenting, “Fruko: 60 Years Of Making The World Dance,” performing his hit songs from Sonora Dinamita, Latin Brothers, Afrosound, and Fruko y Sus Tesos. ¡Súbelo! brings an evening of musical tapestry woven together by many different aspects of Latine culture on the Jay Pritzker Pavilion stage.

Friday, July 19

Featuring the Grant Park Orchestra in **Star Wars and More: the Music of John Williams**. The music from your favorite films come to life when guest conductor Anthony Parnter leads the orchestra in favorites from Star Wars, Jurassic Park, Harry Potter and more. 6:30pm

Saturday, July 20

Saturday offers free arts programming starting at 11am across the Park, culminating in an evening concert by Academy Award, Emmy and Grammy-winning artist, actor, author, activist and South Side native **Common** performing alongside the Grant Park Orchestra, conducted by Anthony Parnter at the Jay Pritzker Pavilion. Tickets to the July 20th concert are free, but online reservations are required for this concert. Reservations will become available this spring. 7:30pm

Sunday, July 21

The four-day Anniversary Celebration will conclude with **The S&S Chicago Experience** from 4-7pm on the Jay Pritzker Pavilion stage, curated by Steve “Silk” Hurley and Shannon “Skip” Says. Presenting a diverse and inclusive presentation of House Music, this initiative will bring global talent to create immersive experiences and unforgettable moments of Peace, Love, Unity, and Respect in Millennium Park. Four-time GRAMMY® Nominee Steve “Silk” Hurley of S&S Chicago has worked with likes of Michael Jackson, Prince, Madonna, J-Lo, Janet Jackson, Ozzy Osbourne, and a list of others, and will take attendees on a musical journey highlighting an array of special guests encapsulating the spirit of House Music.

