

CHICAGO HOUSE MUSIC FESTIVAL & CONFERENCE

MAY 30 – JUNE 1 | MILLENNIUM PARK

The Chicago House Festival is high energy, fast paced and a Chicago original! The event features DJs and live performances showcasing the various sounds and styles of house music, the genre born in Chicago that has gone on to revolutionize dance music internationally. The form takes its name from an old Chicago night club called The Warehouse, where resident DJ Frankie Knuckles mixed old disco classics, Euro-pop and electronic beats into a high-energy amalgamation.

Leading up to the June 2nd Chicago House Music Festival, DCASE will present three days of free House Music events including the **Chicago Cultural Center's Open House (May 30)** featuring House DJs spinning throughout the historical building alongside new visual art exhibitions and arts programming. 4pm – 8pm

No longer accepting sponsorship activations.

The Chicago House Music Conference (May 31) brings engaging panels with house music icons and experts featuring Keynote Speaker Steve "Silk" Hurley of S&S Chicago. 5pm – 10pm

There will be a special **Chicago House Music Festival Pre-Party (June 1)** at Navy Pier's Wave Wall Stage showcasing Stacy Kidd, Gene Hunt, and more. 1pm – 10pm

The celebration culminates in Millennium Park for the 2024 **Chicago House Music Festival (June 2)** featuring an incredible lineup of local and international DJs. Headlining the Jay Pritzker Pavilion are Tony Touch, ANANÉ, Ash Lauryn, and Karizma performing before Wayne Williams and Alan King of the Chosen Few DJs. 10am – 9pm.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$30,000

Space Only Sponsor - starting at \$7,500

AUDIENCE PROFILE (2019) – Chicagoan (59%), 26-34 years old (33%), single (54%), \$40,000 - \$59,999 (29%), female (57%), Caucasian (41%), African American (40%) and Hispanic (18%)

