

WORLD MUSIC FESTIVAL CHICAGO

2018



OVERVIEW

Enjoy global grooves by award-winning artists from around the world performing live at the Jay Pritzker Pavilion at Millennium Park. All performances are FREE and start at 3PM.

The thirteen-day, multi-venue World Music Festival Chicago has attracted over 800,000 concertgoers and presented more than 800 artists and ensembles from over 80 countries since it began in 1999 - making it the largest world music festival in the United States.

Concerts throughout the city attract audiences eager to celebrate global cultures and ethnic communities. Over 20,000 music enthusiasts are expected to attend.

13 days | **23** venues throughout Chicago | more than **50** performances from over **50** musical groups representing **20** countries

Millennium Park
Chicago Cultural Center
Citywide



RAGAMALA An All-Night Celebration

The signature Ragamala concert at the Chicago Cultural Center showcases some of the greatest practitioners of Indian classical music and dance in an all-night performance rarely presented in the United States.

EL GRITO CONCERT

Millennium Park comes alive as thousands gather for a special concert to commemorate Mexican Independence.

GLOBAL PEACE PICNIC

An event commemorating United Nations International Day of Peace with an afternoon filled with family-friendly activities including instrument making, t-shirt silk screening, musical procession, live music, food and craft vendors.

PARTNERSHIP OPPORTUNITIES (pricing for Millennium Park performances)

Presenting - \$25,000

Space Only - \$5,000
(per night)

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)

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



Partnerships Division

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cityofchicago.org

chicagopartnerships.com

WORLD MUSIC FESTIVAL CHICAGO

September 7 – 23
2018

marketing packages can be customized

PRESENTING

\$30,000

- Category Exclusivity
- Integration of corporate logo in event logo
- Brand inclusion in event program book (28-32 pages), color, 10,000 printed
- Brand inclusion in event promotional rack card
- Brand inclusion in all print ads promoting WMF
- Brand inclusion within official Festival CD (20,000)
- Brand inclusion in digital event media campaign:
 - 7,000 FB Friends and Twitter Followers
 - Brand logo and link displayed on event website
 - Branding Inclusion in live stream concerts from CCC and MP
 - Inclusion in "E" newsletters
 - Downloadable PDF concert schedule
 - Purchased event advertising on Songlines, Spotify and Facebook
- Brand inclusion in all outdoor event media campaign
 - City Information Panels
 - Pedway signage
 - Electronic billboards
 - CTA Card cards
- Brand inclusion at participating music clubs, Chicago Cultural Center and Millennium Park featuring WMF concerts
 - Windmaster sign in front of venue
 - Projection on screen within venue
 - Stage mentions before concert begins

SPACE ONLY

\$5,000/day

- One (1) 10' x 10' promotional space at one Millennium Park
- One (1) parking pass and 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.