

Millennium Park Summer Film Series

Tuesdays, June 16–August 25

This popular summer program attracts thousands to spread out a picnic and enjoy free movies under the stars.

Each film begins at 6:30pm and is specially curated to appeal to a wide audience. Crowds frequently near capacity and arrive as early as 3pm to set up, plenty of time to engage an eager audience looking to have some fun as they wait for movies to begin. Each film night begins with thematic pre-programming such as character appearances, movie props and sing-alongs.

- The Presenting Series Sponsor package offers a potential thirteen days of exposure and activation opportunities at Millennium Park, Chicago's most iconic venue and the #1 tourist attraction in the Midwest.
- The Film Sponsor package offers a brand "ownership" for the night and countless possibilities for creative, thematic promotions (i.e. a candy sponsor for Willy Wonka).
- An opportunity to run a :30 spot on the big screen before each film is an ideal option for brands who can't be on site but still have maximum exposure
- Sponsors are encouraged to bring creative activations/activities to further enhance the audience experience.

Millennium Park

Partnership Opportunities

Presenting Series Sponsor

\$100,000

Presenting Film Sponsor \$30,000/day

Space Only starting at \$5,000/day

Media \$90,000 (in-kind trade value)

More Information

millenniumpark.org



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