

Chicago Winter Fun

November 2020–March 2021

The holiday season in Chicago is nothing short of magical. Tourists and locals alike flock to Millennium Park to enjoy the many free activities that make it the epicenter for winter fun in the city. The program offers over 3 months of possible brand exposure!

- The 107th annual **Tree Lighting Ceremony** is a beloved tradition that marks the beginning of Chicago's holiday season and receives extensive media coverage as the Mayor and special guests "flip the switch."
- Located along Michigan Avenue, the **McCormick Tribune Ice Rink** is a popular attraction that draws more than 100,000 skaters annually and is open to the public from mid-November 2020 to early March 2021.
- **Caroling at Cloud Gate** brings hundreds of celebrants to "The Bean" as local choral groups perform classic holiday carols on select dates throughout the season.
- Hundreds of sugarplum fairies dressed in tutus take over the Chicago Cultural Center to attend the annual **Dance-Along-Nutcracker**. Little ones participate in free dance lessons with professional ballerinas then take part in the performance of this classic holiday tale.

Millennium Park &
Chicago Cultural Center

Partnership Opportunities

Tree Lighting, Presenting \$50,000
Tree Lighting, Space Only Starting at \$5,000/day

McCormick Tribune Ice Rink, Presenting \$100,000
McCormick Tribune Ice Rink, Space Only Starting at \$10,000/day

Holiday Season, Space Only Starting at \$5,000

Dance Along Nutcracker Starting at \$5,000/day

Expected Cumulative Attendance
200,000

More Information
chicago.gov/holiday



DCASE Partnerships Division
312 - 744 - 9217
chicagopartnerships@cityofchicago.org