

CHICAGO AIR & WATER SHOW

August 16 & 17 • North Ave Beach



Chicago's favorite summer event! The Chicago Air & Water Show showcases precision flying at its best. Featuring military and civilian flight aerobatics, historic aircraft, simulated water rescues and parachute teams, the event is one of the largest and longest running free admission events of its kind. Headlining the 2025 show is the United States Air Force Thunderbirds!

HIGHLIGHTS

- Ideal event for high-volume sampling
- A **full-run rehearsal show on August 15** draws a sizable crowd and provides a bonus day for brand activations
- The **Corporate Hospitality Tent** is a unique opportunity to impress guests by putting them "front and center" of all the action
- Boasting an extensive footprint along Chicago's famed lakefront, the beach-based event can easily accommodate large activations

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$200,000

Show Sponsor – \$100,000

Hospitality Sponsor – pricing based on guest count

Space Only Sponsor – starting at \$16,500

ABOUT THE VENUE

North Avenue Beach is "show central." Most activation areas are on sand. Level, paved and grassy sections are available but limited. Generator power is available in certain areas, if prearranged. There is no on-site parking; the closest parking is at Lincoln Park Zoo. There is an extensive marshalling yard a few miles away for large vehicle parking.

ESTIMATED ATTENDANCE (2024)

1 million

AUDIENCE PROFILE (2019) – Chicagoan (64%), 26 – 34 years old (25%), single (54%), \$40,000 – \$59,999 Income (15%), Male (53%), Caucasian (41%), African American (35%) and Hispanic (15%)