

CHICAGO AIR & WATER SHOW

August 19 & 20 | 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 2023 show is the acclaimed United States Air Force Thunderbirds.

HIGHLIGHTS

- Ideal event for high-volume sampling
- A full-run rehearsal show on **August 18** 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 – \$250,000

Show Sponsor – \$125,000

Hospitality Sponsor – starting at \$15,000

Space Only Sponsor – starting at \$15,000

ABOUT THE VENUE

North Avenue Beach is “show central.” Sponsor displays are on sand. Level, paved and grassy sections available in certain areas. Generator power is available 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 (2022)

1 million

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

