

CHICAGO AIR & WATER SHOW

AUGUST 20 & 21

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 2022 show is the acclaimed U.S. Navy Blue Angels. Several military and civilian acts round out the program.

EVENT HIGHLIGHTS

- Ideal event for high-volume sampling
- A full run rehearsal show on August 19 draws a sizable crowd and provides a bonus day for brand activations
- Boasting an extensive footprint along Chicago's famed lakefront, the beach-based event can easily accommodate large activations

North Avenue Beach

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$400,000

Show Sponsor \$125,000

Space Only Sponsor starting at \$15,000

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%)

CHICAGO JAZZ FESTIVAL

SEPTEMBER 1-4

A Chicago favorite, the world-class Chicago Jazz Festival showcases live performances by Chicago's vast jazz talent alongside national and international jazz legends and artists. The event is the most extensive free jazz festival in the world and has hosted renowned international artists such as Gregory Porter, Dee Dee Bridgewater, Ramsey Lewis, Jason Moran, Dianne Reeves, Roy Haynes, Cécile McLorin Salvant, Terence Blanchard, Roy Hargrove, Herbie Hancock, Miguel Zenón and many more.

- The Chicago Jazz Festival has evolved into a citywide celebration that includes dozens of jazz programs scheduled throughout the city's robust jazz club scene leading up to the performances held at Millennium Park.
- Pre-festival events, such as jazz films, photo exhibits and community concerts provide different levels of brand exposure throughout the Chicago.

Millennium Park & Chicago Cultural Center

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$100,000

Side Stage Sponsor \$25,000

Space Only Sponsor starting at \$8,500

AUDIENCE PROFILE (2019)

Chicagoan (41%), 55-64 years old (23%), Married (47%), \$40,000-\$59,999 (18%), Male (51%), Caucasian (49%), African American (38%) and Hispanic (8%)

