

CHICAGO BLUES FESTIVAL

June 5 – 8 • Ramova Theater • Millennium Park



Established in 1984, the Chicago Blues Festival is the largest free Blues festival in the world featuring four days of electrifying music by local and international artists. As the “Blues Capital of the World,” Chicago has hosted Blues legends including Ray Charles, Chuck Berry, Koko Taylor, Etta James, Mavis Staples and Keith Richards. Last year’s line up included Shemekia Copeland, Mr. Sipp, Dinah Washington and an unforgettable tribute concert celebrating Buddy Guy that shook Millennium Park.

The weekend begins with special opening night performances at the historic Ramova Theater on Thursday, June 5. The party continues June 6 – 8 at Millennium Park with more than 250 artists playing on 3 stages. The event culminates with a special centennial celebration honoring a Blues LEGEND that you won’t want to miss!

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$125,000

Crossroads Stage Sponsor (open air stage) – \$35,000 sold

Tented Stage Sponsor – \$25,000 sold

Space Only Sponsor – starting at \$11,000

ESTIMATED ATTENDANCE (2024)

156,000

AUDIENCE PROFILE (2024) – Chicagoan (38%), \$100,000+ Income (48%), Female (47%), Caucasian (64%), African American (13%) and Hispanic (12%)

- Adults aged 65+ make up a greater proportion of Blues Festival visitors than any other Millennium Park event.
- A third of Blues Festival attendees are likely to be return visitors.
- 21% of visitors attend with children.