

# CHICAGO CULTURAL CENTER

Year – Round Opportunities



Known as “The People’s Palace,” the Chicago Cultural Center is one of the most visited attractions in Chicago and draws incredible foot traffic due to its ideal location along Michigan Avenue and across the street from Millennium Park’s main entrance. Smaller activations work well indoors during programs and outdoors along the Washington Street entrance.

The stunning landmark building is the former Chicago Public Library and houses two magnificent stained-glass domes. A rotation of free, robust programming includes live music, dance and theater events, films, lectures, and art exhibitions. The Chicago Cultural Center is located at 78 E Washington Street.

Special programming dates include:

Open Houses on April 17, August 21, September 26 and December 13

Under the Dome concerts on April 24 and October 23

## SPONSORSHIP OPPORTUNITIES

Space Only Sponsor – starting at \$7,500 per day for a 10’ x 10’ space

## OPERATIONAL CONSIDERATIONS

The Chicago Cultural Center is open daily from 10 a.m. – 5 p.m. Activations may begin as early as 8 a.m. and can extend up to 6 p.m. to capture commuter traffic and maximize promotional opportunities. No amplified sound is allowed. No electrical power available outdoor. Sponsor must provide security, if needed. Building entrances and sidewalks must always be kept clear. Limited storage area available, if prearranged.

## ESTIMATED ATTENDANCE (2024)

Last year the Chicago Cultural Center welcomed 650,000 visitors.