



2025 EVENT DECK

Department of Cultural Affairs and Special Events



ABOUT US

The City of Chicago Department of Cultural Affairs and Special Events (DCASE) supports artists and cultural organizations, invests in the creative economy, and expands access and participation in the arts throughout Chicago's 77 neighborhoods.

As a collaborative cultural presenter, arts funder, and advocate for creative workers, our programs and events serve Chicagoans and visitors of all ages and backgrounds, downtown and in diverse communities across our city — to strengthen and celebrate Chicago. DCASE produces some of the city's most iconic festivals, markets, events, and exhibitions at the Chicago Cultural Center, Millennium Park, and in communities across the city — serving a local and global audience of 25 million people.

The Department offers cultural grants and resources, manages public art, supports TV and film production and other creative industries, and permits special events throughout Chicago.





The **Corporate Partnerships Division** is a marketing solutions powerhouse that connects the world's biggest brands with Chicago's most iconic events and citywide programs. Our goal is to bring brands directly to consumers to increase brand awareness, generate valuable press exposure, drive traffic and sales and build customer loyalty.

- ✓ 36M total impressions made through social media platforms
- ✓ 780K active followers on social media (cumulative)
- ✓ 5.6M web views (cumulative)

Some of our partners include:

Capital One | Chicago Transit Authority | Discover Financial Services | Goose Island Beer Company | iHeart Radio | Illinois Lottery | Lyft | Mississippi Development Authority | Pepsi | Pluto TV | Sour Punch Candy | Walmart

The City of Chicago reserves the right to determine who is eligible to be an official sponsor of its events. Applicants for sponsorship must be able to provide financial and/or in-kind support in an amount or quantities determined by the City as necessary to assist in the funding of the event. Applicants for sponsorship must not be of a nature that they will discourage family attendance at the event or pose a substantial risk of engaging in activities contrary to the purpose of the event or the corporate purposes of the City. Sponsors shall be selected without regard to the viewpoint they desire to express. The sponsor must submit and obtain approval of a marketing plan in accordance with the standards set forth in the Sponsorship Agreement. No 3rd party partners will be allowed without written consent at time of contract.

Connect to consumers in meaningful and authentic ways.

Access world-class venues such as Millennium Park and Chicago Cultural Center.

Launch new products and campaigns in the lucrative Chicago market.

Navigate through complex city requirements and regulations.

Reach target audiences with an extensive inventory of events, programs and opportunities.

2025 EVENT SEASON



Chicago Cultural Center
Year – Round Opportunities



Millennium Park
Year – Round Opportunities



Chicago Farmers Markets
May 17 – October 25



Millennium Park Workouts
Select Saturdays
May 17 – August 30



Chicago Blues Festival
June 5 – 8



Summer Music Series
Mondays & Thursdays
June 26 – August 7



Summer Film Series
Tuesdays
July 8 – August 19



Chicago Gospel Music Festival
July 12



Chicago SummerDance
Thursdays – Saturdays
August 7 – 23



Chicago Air & Water Show
August 16 & 17



Chicago House Music Conference & Festival
August 21 – 24



Chicago Jazz Festival
August 28 – 31



Taste of Chicago
September 5 – 7



World Music Festival
September 26 – October 5



Chicago Holidays
November 21 – February 2026

Event highlights only. Dates subject to change.

MILLENNIUM PARK

Year – Round Opportunities



Millennium Park is a popular gathering spot in the heart of Chicago. As the City's top cultural destination, it draws extensive foot traffic throughout the year and is the ideal location for high-profile brand activations and high-volume sampling. The artistic nature and aesthetic beauty of this international icon is a perfect backdrop for creative consumer experiences. The park can accommodate activations up to 14,000 square feet in the South Promenade.

To increase brand visibility, maximize budget and extend audience reach, consider sponsoring a DCASE-produced event that already takes place in Millennium Park. Integrate your brand with the considerable marketing and promotions that support the following events:

June 5 – 8: Chicago Blues Festival

June 26 – August 7 (Mondays & Thursdays): Millennium Park Music Series

July 8 – August 19 (Tuesdays): Millennium Park Film Series

July 12: Chicago Gospel Music Festival

August 23: Chicago House Music Conference & Festival

August 28 – 31: Chicago Jazz Festival

November 21 – early February 2026: Chicago Holidays

SPONSORSHIP OPPORTUNITIES

Space Only Sponsor – starting at \$8,250 per day

AUDIENCE PROFILE (2024) – Local Resident (48%), International Visitor (8%), \$100,000+ Income (44%), Female (52%), Caucasian (46%), African American (15%), and Hispanic (24%)

- The park draws a racially or ethnically diverse audience.
- Spontaneous visitors are often parties with children (42%) or young adults only (40%).

NOTE: activations during non-DCASE events (above) incur different costs. Please inquire to confirm dates and pricing.

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 ATTENDCE (2024)

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

CHICAGO FARMERS MARKETS

May 17 – October 25 • Citywide



DCASE produces three markets that operate during a 6-month season, offering a flexible schedule for activation tours.

Second Sundays | 5/18, 6/8, 7/13, 8/10, 9/14 and 10/5 | 10 a.m. – 3 p.m.

The iconic **Maxwell Street Market** returns to its original home on Maxwell Street! Visitors to the market will experience an eclectic mix of foods, handmade crafts, resale housewares and clothing and family fun! This year's edition will also feature live entertainment and programming from cultural partners and will incorporate nearby businesses and restaurants including several "Maxwell Street originals" with longstanding ties to the neighborhood. The market is located at Maxwell Street between South Halsted Street and South Union Avenue.

Thursdays | May 22 – October 23 | 7 a.m. – 2 p.m.

The **Daley Plaza Farmers Market** is the longest running farmers market in Chicago and is the largest market produced by DCASE. It's located at 50 W Washington Street and features a rotation of 50 vendors selling fresh fruits, vegetables, plants and flowers. The market's central location in Chicago's business district attracts significant foot traffic and is a popular lunchtime destination.

Saturdays | May 17 – October 25 | 7 a.m. – 12 p.m.

The **Division Street Farmers Market** is located at 30 W Division St. in the heart of a popular Chicago neighborhood and is a weekly stop for families and people in the 20's – 40's age group.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$75,000

Space Only Sponsor at Daley Plaza and Division St. Markets – starting at \$5,000 per day

Space Only Sponsor at Maxwell Street Market – starting at \$3,000 per day

ESTIMATED ATTENDANCE (2024 cumulative)

55,000 at Daley Plaza Market | 50,000 at Division Street Market | 13,000 at Maxwell Street Market

AUDIENCE PROFILE

The markets appeal to all ages, ethnic and economic levels.

SUMMER WORKOUTS

May 17 – August 30 • Saturdays • Millennium Park



Millennium Park Summer Workouts is a FREE fitness program held at Millennium Park, offering 54 classes across 15 dates. Morning workouts feature 45-minute classes in Pilates, Yoga, Zumba and Cardio Kickboxing. The Pilates and Yoga sessions will be accompanied by live music from renowned Chicago musicians. Companies promoting health or wellness related products/services or targeting a health-conscious audience would align nicely with this program.

Schedule Updates:

- Workouts will be held at Wrigley Square (northwest corner of Millennium Park, along Randolph Street) on the following dates = 5/17, 5/24, 5/31, 6/7, 8/23 and 8/30.
- Shortened schedule – Kickboxing and Zumba are canceled on 6/7, 7/5, 8/13 and 8/30
- All workouts canceled on 7/5

Workout Schedule:

8 – 8:45 a.m. Pilates (+live music)
9 – 9:45 a.m. Yoga (+ live music)
10 – 10:45 a.m. Cardio Kickboxing
11 – 11:45 a.m. Zumba®

ESTIMATED ATTENDANCE (2024)

9,500 cumulative

AUDIENCE PROFILE

Mostly female participants. Gym and training groups often schedule meet ups at the workouts.

2024 NUMBERS

Total Dates = 15
Total Workouts = 54
Instructors = 42

Average attendance by class:

Pilates = 143
Yoga = 260
Cardio Kickboxing = 117
Zumba = 149

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.

SUMMER MUSIC SERIES

June 26 – August 7 • Mondays & Thursdays • Millennium Park



The Summer Music Series features 13 free concerts, showcasing a broad spectrum of genre – defying musicians – both established and emerging. The series is programmed to elevate the caliber of musical acts, allow for an increased focus on local musicians and support free, special programs with internationally renowned artists.

The concerts attract thousands of music enthusiasts as they spread out a picnic and enjoy world – class performances at Millennium Park. All concerts begin at 6:30 p.m.

2024 CONCERT SCHEDULE: *(2025 concert schedule forthcoming!)*

Monday, July 1	Charlie Musselwhite Ivan Singh
Thursday, July 11	Buscabulla French Police
Monday, July 15	Seun Kuti 2024 Tiny Desk Contest Winner: The Philharmonik
Monday, July 22	Béla Fleck, Edgar Meyer & Zakir Hussain w/Rakesh Chaurasia Arooj Aftab
Monday, July 29	GZA (w/ The Phunky Nomads) Yaya Bey
Monday, August 5	Protoje Madison McFerrin
Thursday, August 8	Corinne Bailey Rae Terrace Martin with James Fauntleroy

ESTIMATED ATTENDANCE (2024)

70,000 cumulative

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$50,000

Space Only Sponsor – starting at \$8,250 per day

AUDIENCE PROFILE (2024) – Chicagoan (59%), \$100,000+ Income (45%), Female (52%), Caucasian (43%), African American (26%) and Hispanic (15%)

- The series has a higher proportion of African American attendees (26%) than any other Millennium Park event except for Gospel Music Festival.
- Appeals strongly to a local crowd.

SUMMER FILM SERIES

July 8 – August 19 • Tuesdays • Millennium Park



This popular summer program attracts thousands to picnic in the Great Lawn and enjoy free movies under the stars. Gates open at 5 p.m. and films begin at 6:30 p.m. and are specially curated to appeal to a wide audience. Crowds frequently near capacity and arrive as early as 4 p.m. to set up, plenty of time to engage an eager audience looking to have some fun as they wait for movies to begin. Select film nights begin with thematic pre-programming such as character appearances, movie props and sing-alongs.

The Presenting Sponsorship offers a potential seven (7) days of exposure and activation opportunities at Millennium Park, Chicago's most iconic venue and the #1 tourist attraction in the Midwest. An opportunity to run a :60 sec spot on the big screen before films is an ideal option for brands who can't be onsite but still have maximum exposure.

2024 FILM SCHEDULE (2025 film schedule forthcoming!)

- E.T. the Extra-Terrestrial & Jurassic Park
- Coco
- Barbie
- American Fiction
- Wonka
- Ferris Bueller's Day Off

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$50,000

Space Only Sponsor – starting at \$8,250 per day

ESTIMATED ATTENDANCE (2024)

53,000 cumulative

AUDIENCE PROFILE (2024) – Chicagoan (70%), \$100,000+ Income (40%), Female (62%), Caucasian (50%), Hispanic (23%), AAPI (14%) and African American (10%)

- Strong local attendance.
- Half of attendees identify as people of color.
- A higher proportion of series attendees are young adults only (49%) than attendees at any other event.

CHICAGO GOSPEL MUSIC FESTIVAL

July 12 • Millennium Park



The Chicago Gospel Music Celebration highlights the great influence of the music genre born in this city and features traditional choirs to contemporary urban gospel mixed with hip-hop and house music. The event partners with several community organizations to schedule programs and activities throughout Chicago's diverse neighborhoods.

This inspirational music event brings audiences of all ages and backgrounds together to celebrate the power of music. Past headliners include Jonathan McReynolds, Donald Lawrence, Queen of Gospel Music – Albertina Walker and Shirley Caesar, The Canton Spirituals, Yolanda Adams and The Winans.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$30,000

Side Stage Sponsor – \$15,000

Space Only Sponsor – starting at \$8,250

ESTIMATED ATTENDANCE (2024)

10,000

AUDIENCE PROFILE (2024) – Chicagoan (56%), \$60,000-\$99,999 Income (48%), Female (53%), African American (66%), Caucasian (20%) and Hispanic (3%)

- Over a quarter attendees attended with kids.
- Close to a third of attendees haven't been to Millennium Park in the past year – which could mean that many of them only visit to attend the event.
- Most attendees make plans to visit in advance with many planning a month or more ahead of time.

CHICAGO SUMMERDANCE

August 7 – 23 • Thursdays – Saturdays • Grant Park



The Spirit of Music Garden in Grant Park is transformed into a lively gathering spot for guests to enjoy dancing “under the stars.” Dancers of all ages and skill levels are invited to take part in introductory dance lessons by professional instructors from 6 – 7 p.m., followed by live music and dancing from 7:15 – 9 p.m. Each day features live bands and DJs that attract capacity crowds for evenings dedicated to Country, Western, Bachata, Latin Hustle & Boogaloo, Salsa, Steppin, House, Bomba y Plena, and Swing, representing the diverse music and dance styles from all corners of the globe.

VALUE ADDED for a Presenting Sponsor!

- The SummerDance stage travels to the **Taste of Chicago** Pop Ups (6/28, 7/19 and 8/9) and to Taste of Chicago in Grant Park on September 5 – 7, extending brand visibility at one of Chicago’s largest and most iconic events.
- SummerDance programming will also be highlighted at the **Maxwell Street Market** on Sunday, July 13.
- Often used as date nights, SummerDance is a perfect sponsorship opportunity for brands related to dating or couples. Hello dating apps?!
- The park setting and lack of concession options also make this event the perfect opportunity for food or non-alcoholic beverage brands to sample to an eager crowd.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$50,000

Space Only Sponsor – starting at \$5,000 per day

ESTIMATED ATTENDANCE (2024)

15,500 cumulative

AUDIENCE PROFILE (2019) – Chicagoans (63%), 26-44 years old (44%), Single (49%), \$40,000 – \$59,999 Income (22%), Female (66%), Hispanic (37%), Caucasian (28%) and African American (25%)

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%)

CHICAGO HOUSE MUSIC CONFERENCE & FESTIVAL

August 21 – 24 • Chicago Cultural Center • Millennium Park



The Chicago House Festival is high energy, fast paced and a Chicago original! The event features DJs and live performances showcasing the various sounds and styles of house music, the genre born in Chicago that has gone on to revolutionize dance music internationally. The form takes its name from an old Chicago night club called The Warehouse, where resident DJ Frankie Knuckles mixed old disco classics, Euro-pop and electronic beats into a high-energy amalgamation.

The weekend kicks off with the **Chicago House Music Conference and Open House** on August 21, bringing engaging panels, films, dance instructions, etc. with House music icons and experts. The event provides a crucial platform for the House Music community to come together and discuss roadmaps into the industry and address pressing issues affecting the community. Held at the Chicago Cultural Center from 4 – 10 p.m.

On Friday, August 22, **in collaboration with SummerDance**, House DJs take over the stage at the Spirit of Music Garden in Grant Park from 6 – 9 p.m.

The party moves to Millennium Park on August 23 with the **Chicago House Music Festival**, a blow-out celebration featuring a House Dance Summit in the morning followed by an incredible lineup of local and international DJs on 3 stages. 1 – 9 p.m.

Things wind down on August 24 with a relaxed **networking event** at the Riverwalk. Hours TBD.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$30,000

Space Only Sponsor – starting at \$8,250

ATTENDANCE (2024)

18,000 + conference

AUDIENCE PROFILE (2024) – Chicagoan (68%), \$100,000+ Income (42%), female (59%), Caucasian (41%), African American (15%) and Hispanic (33%)

- 30% of attendees came with kids.
- About a quarter attendees were adults (18 – 34 yrs old).
- The event draws a strong local crowd.

CHICAGO JAZZ FESTIVAL

August 28 – 31 • Millennium Park



A favorite Labor Day weekend tradition, 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 artists such as Gregory Porter, Dee Dee Bridgewater, Ramsey Lewis, Jason Moran, Dianne Reeves, Cécile McLorin Salvant, Terence Blanchard, Roy Hargrove, Herbie Hancock 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.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$125,000
Side Stage Sponsor – \$25,000
Space Only Sponsor – starting at \$11,000

ESTIMATED ATTENDANCE (2024)

155,000

AUDIENCE PROFILE (2024) – Chicagoan (42%), 55 – 64 years old (23%), Married (47%), \$100,000+ Income (49%), Female (51%), Caucasian (45%), African American (21%), AAPI (16%) and Hispanic (8%)

- The Jazz Festival attracts an older and more affluent audience, with many coming from out of town.
- The event has a proportion of high-income attendees (75% over \$60K).
- Attendees make advance plans to attend, and many are return attendees.

TASTE OF CHICAGO

September 5 – 7 • Grant Park



Taste of Chicago is THE promotional destination for brands looking to do high-volume activations, grow brand visibility or launch a new product in the lucrative Chicago market. Taste is the nation's premier free outdoor food festival showcasing the diversity of Chicago's dining scene, from local mom & pop eateries to James Beard Award-winning restaurants. Live music, popular programming areas and family friendly activities make for an unforgettable visit.

The main stage has hosted renowned artists such as Jennifer Hudson, Juanes and Café Tacvba, Stevie Wonder, Nelly, Santana and John Mayer to name a few.

The popular Taste Pop-Ups will return to three Chicago neighborhoods. These "bite-sized" Taste events bring all the food, entertainment and fun into the heart of Chicago's neighborhoods for authentically local community celebrations. All scheduled for 12 – 8 p.m.

- June 28 – Marquette Park
- July 19 – Pullman Park
- August 9 – Albany Park

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$200,000

Space Only Sponsor – starting at \$22,000

Title Sponsorship Opportunities – starting at \$35,000

ESTIMATED ATTENDANCE (2024)

140,000

AUDIENCE PROFILE (2024) – Chicagoan (46%), 26 – 44 years old (46%), \$100,000+ Income (27%), Female (60%), African American (32%), Caucasian (23%) and Hispanic (25%)

- 34% of visitors bring children.
- 39% of visitors are ages 18-34 years old.
- More than half of Taste of Chicago visitors are from out-of-town.
- Taste of Chicago attracts a younger, more diverse crowd with a mix of incomes.

TASTE OF CHICAGO

September 5 – 7 • Grant Park



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

For brands looking to make a big splash in the Chicago market, reach a large audience and align with the city's favorite summer event...this high-profile opportunity offers it all!

TITLE SPONSOR OF THE SPIRIT LOUNGE

TITLE SPONSOR OF THE BEER HALL *sold*

Located on beautiful Buckingham Fountain plaza, these properties are highly-visible and attract extensive foot traffic. Each 40' x 60' space is a blank canvas ready for creative branding. Sponsor – provided programming (live music, DJ's, games, decorative furniture, etc.) add to the fun atmosphere.

FAMILY VILLAGE TITLE SPONSOR *sold*

A popular destination featuring family-friendly activities and programming.

SPACE ONLY SPONSOR

Sometimes all you need is space to do your own thing. Pricing starts at \$22,000 for a 10' x 10' space. Final cost is determined by total footprint required.

FOOD & BEVERAGE SPONSORS

Food and beverage sampling are accepted on a case-by-case basis. Sample sizes are limited, and strict Chicago Department of Health requirements must be met. No alcohol sampling allowed. All food samples must be prepackaged; no onsite preparation or cooking allowed. All samplers must take a Summer Festival Sanitation Certification Class with Illinois Restaurant Association at www.illinoisrestaurants.org/page/SummerFestivalCertif.

CHICAGO HOLIDAYS

November 21 – February 2026 • Millennium Park



The holiday season in Chicago is nothing short of magical. Tourists and locals alike flock to Millennium Park to enjoy the many free activities that make it the epicenter for winter fun in the city. Chicago Holidays offers over 3 months of possible brand exposure!

The annual **Tree Lighting Ceremony** is a beloved tradition that marks the beginning of Chicago's holiday season. A capacity crowd converges at Millennium Park to enjoy live programming as they eagerly wait for the Mayor and special guests to "flip the switch." Scheduled for November 21.

Skating at the **McCormick Tribune Ice Rink** is a popular attraction that draws more than 100,000 skaters annually and is open to the public from November 21 to early February 2026.

The **Holiday Market** is a popular destination that draws thousands of visitors eager to start their holiday shopping. Sponsor activations will be set up alongside dozens of Chicago-area artists selling jewelry, pottery, artwork and more, as well as amazing holiday gifts. The 3-day market runs through the weekend, scheduled for November 21 – 23.

Holiday Sing-Along – local Chicago choral groups lead hundreds of celebrants in song in front of Cloud Gate ("The Bean"). These festive gatherings are part concert, part sing-along and super fun. Scheduled on Fridays December 5, 12 and 19.

ESTIMATED ATTENDANCE

Tree Lighting = 56,000

Ice Rink = 102,500

Holiday Market = 30,000

Holiday Sing-Along = 7,500

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor for Tree Lighting – \$100,000

Presenting Sponsor for Ice Skating – \$100,000

Space Only Sponsor at Holiday Market – starting at \$12,500

Space Only Sponsor (except on November 21) – starting at \$8,250 per day

SOCIAL IMPACT PARTNERSHIPS

DCASE advances Chicago's creative community by raising support through grant writing and corporate solicitations. Funding through philanthropic corporate donors and foundation and government grants allows DCASE to expand access and participation in the arts throughout Chicago's 77 neighborhoods.

Our **Corporate Philanthropy, Foundation and Government Grants** program allows social-minded partners to directly invest in Chicago's creative community, while building mutually beneficial relationships. DCASE funding opportunities are aligned with donors' interest and benefits are customized together resulting in a tailor-made relationship.

Opportunities for support include:

- Artist Residencies
- Public Art
- Visual Art Exhibitions
- Millennium Park Concerts and Special Events
- Arts Advocacy Initiatives
- Arts and Culture D.E.I. Initiatives
- Tourism Project

The IRS has classified DCASE as a Tax-Exempt Government Entity. Grant eligibility and requirements may vary depending on the funder and grant program. Contributions made to DCASE are used exclusively for public purposes and are tax deductible under Section 170(c)(1) of the Internal Revenue Code.





Timeline

- ✓ Sponsorships are not accepted less than 30 days from event start.
- ✓ Allow a minimum of 3 weeks for paperwork to be processed and approved.

Paperwork

- ✓ An Endorsement form is required with a Certificate of Insurance.
- ✓ A 10% nonrefundable deposit of the sponsorship fee is required with a signed Sponsorship Agreement.
- ✓ All paperwork must be submitted and approved before sponsor is allowed to activate on site.

Operations

- ✓ Activations requiring temporary builds or construction must comply with Chicago Department of Buildings requirements.
- ✓ Power is not available at all events. Submit power requests and forward specific electrical needs to confirm.
- ✓ All tents must be weighted down with a minimum of 25lb per pole.
- ✓ Activations should be accessible.

Millennium Park

- ✓ Distribution of stickers is not allowed.
- ✓ Sponsor is responsible for any damage to the park caused by their staff, equipment or activities.
- ✓ The Millennium Park Garage clearance is 7 feet.
- ✓ Visit www.millenniumpark.com for a complete list of park rules.

Sampling

- ✓ Food & beverage sampling is not available at all events and is allowed on a case-by-case basis.
- ✓ An application must be submitted and approved by the Chicago Department of Public Health.
- ✓ Approved samplers must attend a Summer Festival Sanitation Certification Class.
- ✓ All food samples must be prepackaged from the manufacturer.
- ✓ All samples must be 3oz or smaller

THANK YOU

Department of Cultural Affairs and Special Events
Corporate Partnerships

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