

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.