

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.