

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