

CHICAGO HOLIDAYS

NOVEMBER 2022–MARCH 2023

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. The program offers over 4 months of possible brand exposure!

- The annual **Tree Lighting Ceremony** is a beloved tradition that marks the beginning of Chicago's holiday season and receives extensive media coverage as the mayor and special guests "flip the switch."
- Located along Michigan Avenue, the **McCormick Tribune Ice Rink** is a popular attraction that draws more than 100,000 skaters annually and is open to the public from mid-November 2022 to early March 2023.
- **Holiday Sing Along** brings hundreds of celebrants to "The Bean" as local choral groups perform classic holiday carols on select dates throughout the season.
- **Art Market** hundreds of shoppers visit the indoor market in search of the perfect handmade gift from dozens of local artists.

Millennium Park & Chicago Cultural Center

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor

Tree Lighting \$100,00

Presenting Sponsor

Ice Skating \$100,000

Space Only Sponsor starting at \$7,500 per day

A PARTNERSHIP focused on your goals

BRAND AWARENESS

Promote your brand at high profile city events that draw massive crowds

CONSUMER ENGAGEMENT

Reach consumers of all ages, ethnic and economic backgrounds throughout Chicago

DIGITAL PROMOTION

Connect to our extensive social media platforms

MARKETING

Integrate with large scale, market-wide campaigns to enhance brand awareness

EXPERT PRODUCTION

Partner with a dedicated team of event professionals committed to a successful partnership

STEWARDSHIP

Let us be advocates of your needs and provide focused management of your resources

