

# 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.