

CHICAGO JAZZ FESTIVAL

August 28 – 31 • Millennium Park



A favorite Labor Day weekend tradition, the world – class Chicago Jazz Festival showcases live performances by Chicago's vast jazz talent alongside national and international jazz legends and artists. The event is the most extensive free jazz festival in the world and has hosted renowned artists such as Gregory Porter, Dee Dee Bridgewater, Ramsey Lewis, Jason Moran, Dianne Reeves, Cécile McLorin Salvant, Terence Blanchard, Roy Hargrove, Herbie Hancock and many more.

The Chicago Jazz Festival has evolved into a citywide celebration that includes dozens of jazz programs scheduled throughout the city's robust jazz club scene leading up to the performances held at Millennium Park.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$125,000

Side Stage Sponsor – \$25,000

Space Only Sponsor – starting at \$11,000

ESTIMATED ATTENDANCE (2024)

155,000

AUDIENCE PROFILE (2024) – Chicagoan (42%), 55 – 64 years old (23%), Married (47%), \$100,000+ Income (49%), Female (51%), Caucasian (45%), African American (21%), AAPI (16%) and Hispanic (8%)

- The Jazz Festival attracts an older and more affluent audience, with many coming from out of town.
- The event has a proportion of high-income attendees (75% over \$60K).
- Attendees make advance plans to attend, and many are return attendees.