

MILLENNIUM PARK

Year – Round Opportunities | 201 E Randolph St

Millennium Park is a popular gathering spot in the heart of Chicago. As the City's top cultural destination, it draws extensive foot traffic throughout the year and is the ideal location for high-profile brand activations and high-volume sampling. The artistic nature and aesthetic beauty of this international icon is a perfect backdrop for creative consumer experiences. The park can accommodate activations up to 14,000 square feet.

To increase brand visibility, maximize budget and extend audience reach, consider sponsoring a DCASE-produced event that already takes place in Millennium Park. Integrate your brand with the considerable marketing and promotions that support the following events:

- **June 3** | Chicago Gospel Music Festival
- **June 8 – 11** | Chicago Blues Festival
- **June 22 – August 21** (Mondays & Thursdays) | Millennium Park Music Series
- **July 11 – August 29** (Tuesdays) | Millennium Park Film Series
- **August 27** | SummerDance Celebration
- **August 31 – September 3** | Chicago Jazz Festival
- **November – early March 2024** | Chicago Holidays

SPONSORSHIP OPPORTUNITIES

Space Only Sponsor – starting at \$7,500 per day for a 10' x 10' space

Pricing is customized based on the number of promotional dates, total footprint and operational details. Park services such as security, electrical and custodial are additional costs.

AUDIENCE PROFILE (2019) – Local Resident (42%), International Visitor (14%), 26-34 years old (25%), Single (49%), \$60,000-\$79,000 (18%), Female (58%), Caucasian (55%), African American (35%), and Hispanic (18%)

