

MILLENNIUM PARK

Year – Round Opportunities



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 in the South Promenade.

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 5 – 8: Chicago Blues Festival

June 26 – August 7 (Mondays & Thursdays): Millennium Park Music Series

July 8 – August 19 (Tuesdays): Millennium Park Film Series

July 12: Chicago Gospel Music Festival

August 23: Chicago House Music Conference & Festival

August 28 – 31: Chicago Jazz Festival

November 21 – early February 2026: Chicago Holidays

SPONSORSHIP OPPORTUNITIES

Space Only Sponsor – starting at \$8,250 per day

AUDIENCE PROFILE (2024) – Local Resident (48%), International Visitor (8%), \$100,000+ Income (44%), Female (52%), Caucasian (46%), African American (15%), and Hispanic (24%)

- The park draws a racially or ethnically diverse audience.
- Spontaneous visitors are often parties with children (42%) or young adults only (40%).

NOTE: activations during non-DCASE events (above) incur different costs. Please inquire to confirm dates and pricing.