

CHICAGO SUMMERDANCE

August 7 – 23 • Thursdays – Saturdays • Grant Park



The Spirit of Music Garden in Grant Park is transformed into a lively gathering spot for guests to enjoy dancing “under the stars.” Dancers of all ages and skill levels are invited to take part in introductory dance lessons by professional instructors from 6 – 7 p.m., followed by live music and dancing from 7:15 – 9 p.m. Each day features live bands and DJs that attract capacity crowds for evenings dedicated to Country, Western, Bachata, Latin Hustle & Boogaloo, Salsa, Steppin, House, Bomba y Plena, and Swing, representing the diverse music and dance styles from all corners of the globe.

Often used as date nights, SummerDance is a perfect sponsorship opportunity for brands related to dating or couples. Hello dating apps?!

The park setting and lack of concession options also make this event the perfect opportunity for food or non-alcoholic beverage brands to sample to an eager crowd.

VALUE ADDED for a Presenting Sponsor!

- The SummerDance stage travels to the Taste of Chicago Pop Ups (6/28, 7/19 and 8/9) and to **Taste of Chicago** in Grant Park on September 5 – 7, extending brand visibility at one of Chicago’s largest and most iconic events.
- SummerDance programming will also be highlighted at the **Maxwell Street Market** on Sunday, July 13.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$50,000

Space Only Sponsor – starting at \$5,000 per day

ESTIMATED ATTENDANCE (2024)

15,500 cumulative

AUDIENCE PROFILE (2019) – Chicagoans (63%), 26-44 years old (44%), Single (49%), \$40,000 – \$59,999 Income (22%), Female (66%), Hispanic (37%), Caucasian (28%) and African American (25%)