

# MILLENNIUM PARK

## YEAR-ROUND OPPORTUNITIES

Millennium Park is a popular gathering spot in the heart of Chicago and the City's top cultural destination, drawing extensive daily foot traffic. It is available year-round for activations and offers extensive space. A great backdrop for high-end brand experiences.

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.

### ESTIMATED ATTENDANCE (2023)

An average of 20M guests visit the park every year

**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%)

To increase brand visibility, maximize budgets and extend audience reach, consider bringing your activation to an event that already takes place in Millennium Park. Integrate your brand with the considerable marketing and promotions that support the following events:

- **June 1** | Chicago Gospel Music Festival
- **June 6 – 9** | Chicago Blues Festival
- **July 1 – August 8** (Mondays & Thursdays) | Millennium Park Music Series
- **July 9 – August 27** (Tuesdays) | Millennium Park Film Series
- **August 29 – September 1** | Chicago Jazz Festival
- **November 22 – March 2025** | Chicago Holidays

### SPONSORSHIP OPPORTUNITIES

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

