

# CHICAGO CULTURAL CENTER

## YEAR-ROUND OPPORTUNITIES

Known as “The People’s Palace,” the Chicago Cultural Center is one of the most visited attractions in Chicago and draws incredible foot traffic because of its ideal location along Michigan Avenue and across the street from Millennium Park’s main entrance. Smaller activations work well indoors during programs and outdoors along the Washington Street entrance.

The stunning landmark building is home to two magnificent stained-glass domes and hosts a rotation of daily programming such as live music, dance and theater events, films, lectures, and art exhibitions.

### SPONSORSHIP OPPORTUNITIES

Space Only Sponsor – starting at \$5,000 per day for a 10’ x 10’ space

### OPERATIONAL CONSIDERATIONS

The Chicago Cultural Center is open daily from 10am – 5pm. Activations may begin as early as 8am and can extend up to 6pm to capture commuter traffic and maximize promotional opportunities. No amplified sound is allowed. No electrical power available outdoor. Sponsor must provide security, if needed. Building entrances and sidewalks must always be kept clear. Limited storage area available, if prearranged.

### ESTIMATED ATTENDCE (2023)

Last year the Chicago Cultural Center welcomed 400,000 visitors

