

THE
GREEN
AT 320

PARTNERSHIP Opportunities

Be a Part this Exciting New Public Space in the West Loop

RIVERSIDE

INVESTMENT & DEVELOPMENT

Programming Partnership



THE
GREEN
AT 320

About The Green at 320

The Green at 320 South Canal is the largest privately owned public park in Chicago's Central Business District. In June of 2022, Riverside Investment & Development and Convexity Properties opened The Green as a part of the 320 South Canal development adjacent to Union Station. The park was designed by award-winning Chicago-based architects Goettsch Partners and landscape architecture firm Confluence.

The 1.5-acre park features 10,000 SF of green space, lush landscaping, seating alcoves, and an amphitheater. Circling the oval-shaped lawn, The Green's pedestrian paths run northeast to southwest, promoting connections between Union Station and the evolving West Loop. In addition to the Main Lawn, the park includes a variety of smaller spaces that allow for a range of events and activities, including onsite dining—all set against the backdrop of the iconic headhouse.

The Green offers a robust schedule of events and programming including a weekly farmers market, live music, fitness classes, movies in the park, and much more – all free and open to the public! As downtown office workers return, The Green at 320 is poised to become the destination for workers and residents alike in the West Loop. From sponsoring existing programming to hosting unique marketing events and activations, The Green at 320 has countless opportunities for your brand.

THE WEST LOOP

about

Walk - Transit - Bike Score



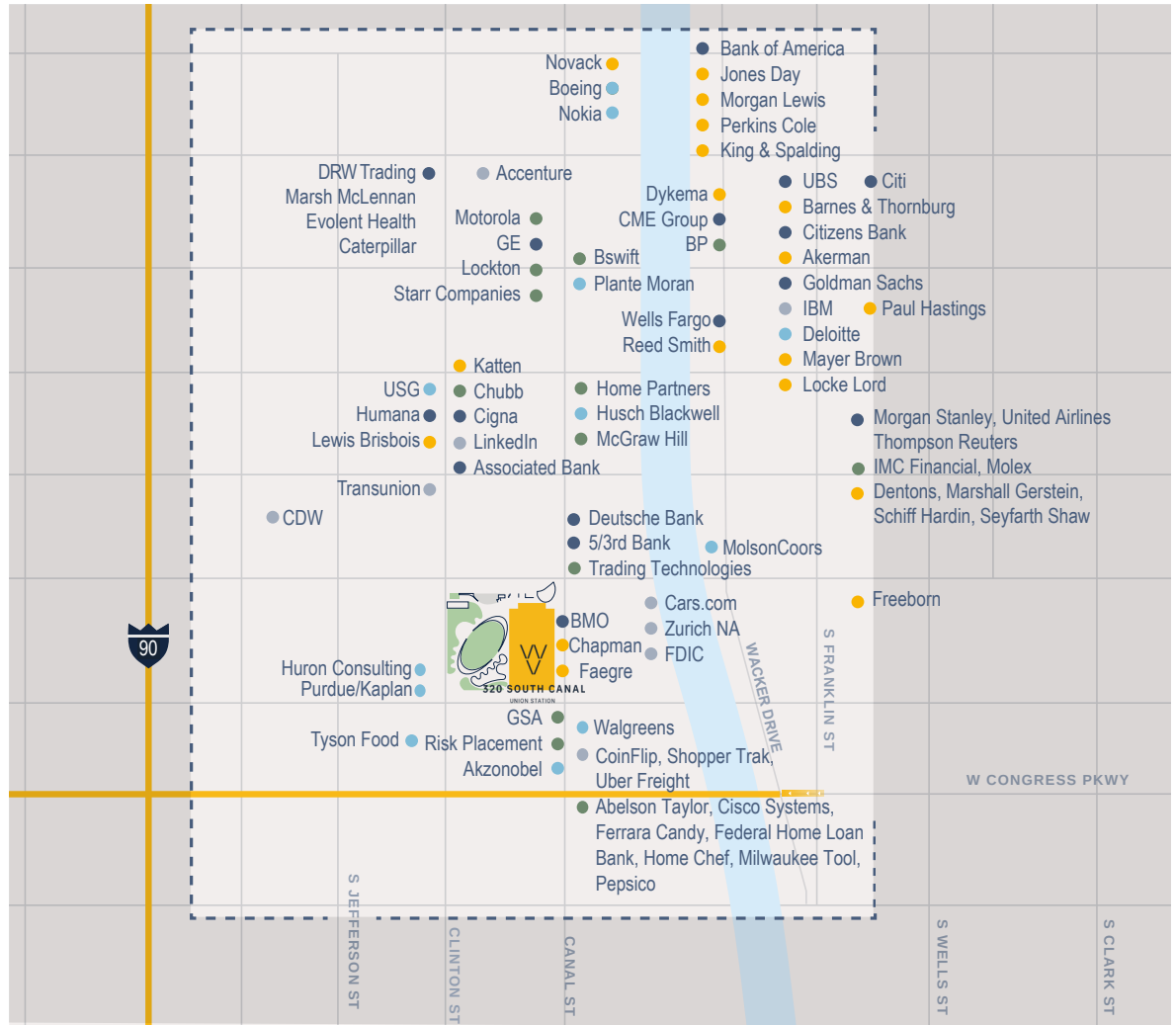
The West Loop is the largest office submarket in Chicago CBD (58+ million SF)

Since 2010 the West Loop is the #1 office market for total absorption

Over 6MM of leasing activity within a quarter mile of the Green in the past 36 months

Over \$2.0 Billion dollars has been invested in the business and residential market of the West Loop since 2018

THE GREEN AT 320



Programming Events

be a part of
What's Happening at th The Green



2023 Events

May - September

Live Music Series



Farmers Market



Fitness/Wellness Classes



Cultural Programs



Happy Hour Programming



Movies in the Park



Fall & Winter

Fall Fest

Winter Activities

WHAT'S HAPPENING AT THE GREEN

ALL EVENTS ARE FREE AND OPEN TO THE PUBLIC

LIST

CALENDAR

Search for events **FIND EVENTS**

FILTER BY
PROGRAM TYPE

TODAY Now - May 2

APRIL 2023

WEDNESDAY
12

LIVE MUSIC

Live at Lunch - Pianist Boris Krivoshein

Featured April 12 @ 11:30 am - 1:30 pm

The Green at 320 320 South Canal Street, Chicago, Illinois

Enjoy live music from local musicians while you enjoy lunch at fresco! Wednesday, April 12 - 11:30am to 1:30pm Boris Krivoshein "Boris Krivoshein's playing combines complete immersion..."

THURSDAY
13

LIVE MUSIC

Live at Lunch - Guitarist Griffin Crowder

THE
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AT 320

OPPORTUNITIES

may to september 2023

live music series	farmers market - SOLD	fitness/wellness classes
<ul style="list-style-type: none"> • Exclusive naming rights of weekly music series (3 live performances/week) • Brand/logo inclusion on: <ul style="list-style-type: none"> All promotional/marketing materials Stage banner On-site signage The Green at 320 website • Social Media integration • 10'x10' space on-site for brand activation each week (or as desired) • Reserved seating/blankets for employees 	<ul style="list-style-type: none"> • Exclusive opportunity for Presenting sponsor of weekly farmers market • Brand/logo inclusion on: <ul style="list-style-type: none"> All promotional/marketing materials Stage banner On-site signage The Green at 320 website • Social Media integration • 10'x10' space on-site for brand activation each week (or as desired) 	<ul style="list-style-type: none"> • Brand/logo inclusion on: <ul style="list-style-type: none"> All promotional/marketing materials Stage banner On-site signage The Green at 320 website • Social Media integration • 10'x10' space on-site for brand activation each week (or as desired) • 320 Run Club is an additional fitness sponsorship opportunity



THE
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OPPORTUNITIES

may to september 2023

cultural programs (dance, theater, performance art, etc.)

- Brand/logo inclusion on:
 - All promotional/marketing materials
 - Stage banner
 - On-site signage
 - The Green at 320 website
- Social Media integration
- 10'x10' space on-site for brand activation each week (or as desired)

happy hour programming

- Brand/logo inclusion on:
 - All promotional/marketing materials
 - On-site signage
 - The Green at 320 website
- Social Media integration
- 10'x10' space on-site for brand activation each week (or as desired)

movies in the park

- Brand/logo inclusion on:
 - All promotional/marketing materials
 - Screen banner
 - On-site signage
 - The Green at 320 website
- Social Media integration
- 10'x10' space on-site for brand activation each week (or as desired)



THE
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AT 320

Programming for
The Green at 320

partnership opportunities – pricing

farmers market - SOLD	\$40,000
live music series	\$30,000
fitness/wellness classes	\$20,000
cultural programs (dance, theater, performance art, etc.)	\$10,000
happy hour programming	\$10,000
movies in the park	\$10,000



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OPPORTUNITIES

2023 fall festival

fall festival

Title Sponsor

- Exclusive naming rights for the event
- Brand name/logo incorporated into event name and event logo to be used in all promotion materials and mentions of the event
- Premier logo placement on all on-site signage
- 10'x10' space on-site for brand activation or hospitality
- 2 dedicated social media posts on @ thegreenat320 Instagram and Twitter accounts
- Opportunity to create and offer special promotions to employees (to be mutually agreed upon, limits and exclusions apply)



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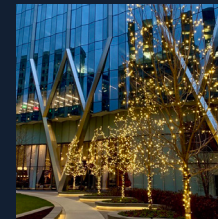
OPPORTUNITIES

winter village 2023-2024

winter village (ice skating rink, curling, vendors)

Title Sponsor

- Exclusive naming rights for the event
- Brand name/logo incorporated into event name and event logo to be used in all promotion materials and mentions of the event
- Premier logo placement on all on-site signage
- 10'x10' space on-site for brand activation or hospitality
- 2 dedicated social media posts on @thegreenat320 Instagram and Twitter accounts
- Opportunity to create and offer special promotions to employees (to be mutually agreed upon, limits and exclusions apply)



THE
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AT 320

unique collaborative space

Site Plan



THE
GREEN
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THE
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For More Information

320events@cbre.com

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