

Programming Partnership





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







96

100 8

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





LAW FIRM

CORPORATE

FINANCIAL INSTITUTIONS

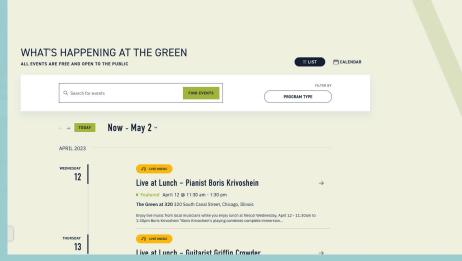
TECHNOLOGY

FORTUNE 500 COMPANIES

Programming Events

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





GREEN
AT 320







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



MONDAY **TUESDAY**

8:00 am **Pilates**

30-minute class focused on improving flexibility & building strength. Mats provided. Free & open to all levels.



11:30 am

Express

to all levels.

6:00 pm

share their work.

Poetry Center.

Poetry Readings

30-minute class focused

3:00-7:00 pm

The Farmer at The Green at 320

Shop for fresh, seasonal produce & locally made products. Presented by BMO.



4:00-7:00 pm

Music at The Market

Enjoy live music from local musicians while vou browse the farmers market.



5:00 pm Run Club

Guided 3-mile run through the city starting & ending at The Green. Free & open to all levels.



11:00 am **Body HIIT** & Core

Focused on strength. balance, stability, core strength, agility, & endurance. Open to all levels.

WEDNESDAY



12:00-1:00 pm Live at Lunch: **Performance Art Hour**

Exciting performances from a variety of local dancers, artists, & performers. In partnership with See Chicago Dance.



4:00-6:00 pm Midweek **Music Series**

Live entertainment from local artists.



7:30 am **Morning Yoga**

THURSDAY

breath-synchronized movements & static poses that focus on alignment. Open to all levels.

11:00-1:00 pm

Live music from a variety of local



45-minute class combining



Tunes at Noon

professional artists.



Follow @TheGreenat320

SPECIAL EVENT SCHEDULE

Movie in the Park

Bike Tune Up*

Comedy Show

Movie in the Park

Movie in the Park

Bike Tune Up*

Comedy Show

Movie in the Park

Movie in the Park

registration recommended

Food/beverage available for purchase at select events

Bike Tune Up*

* Limited availability -

Small Business Expo by BMO

Kick-Off to Summer BBQ

Wine Tasting/Cocktail Class

Wine Tasting/Cocktail Class

Wine Tasting/Cocktail Class

MAY

5/11 5/17

5/24

5/25

JUNE

6/7

6/14

6/28

JULY 7/12

7/20

7/26

8/10

8/16

8/23

9/13

9/21

SEPTEMBER

9/26-28 Fall Fest

AUGUST



Explore The Green



Reserve your spot, stay up-to-date!

For the fitness programs, we ask that you register in advance, but walk-ups are welcome. Schedule changes and updates, particularly for weather, are posted on our Instagram @thegreenat320.

OPPORTUNITIES

may to september 2023

live music series

- Exclusive naming rights of weekly music series
 (3 live performances/week)
- 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)
- Reserved seating/blankets for employees

farmers market - SOLD

- Exclusive opportunity for Presenting sponsor of weekly farmers market
- 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)

PRESENTED BY BMO

fitness/wellness classes

• 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)
- 320 Run Club is an additional fitness sponsorship opportunity



AT 320

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)



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







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)









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)









AT 320

unique collaborative space

Site Plan





GREEN
AT 320

THE
GREEN
AT 320

For More Information

320events@cbre.com



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