

GREEN

AT 320

BRAND ACTIVATIONS

THE

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BRAND ACTIVATIONS

GET FRESH.

There's no place
like The Green.

THEGREENAT320SOUTHCANAL.COM

A vibrant collage of fresh vegetables. On the left, there are green leafy vegetables, possibly kale or chard, with a prominent vein structure. In the center and right, there are purple cabbages and red onions. The background is dark, making the colors of the vegetables stand out.

FRESH

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ABOUT THE GREEN

STAY COOL.

Here, all eyes
are on you.





- Largest privately owned park in the CBD
- 10K SF of green space
- Main Lawn and smaller spaces available
- Onsite dining
- Robust weekly schedule of events and programming
- Lush landscaping by Confluence, and seated alcoves
- Stunning design by award-winning, Chicago-based architects Goettsch Partners
- Pedestrian path connecting Union Station and the West Loop

The Green offers 1.5 acres to activate your brand for commuters and residents alike. This space is flawlessly integrated into the city's everyday rhythms, a hub of fresh experiences.

COOL,

COOL,

COOL,



CURATED BRAND OPTIONS

BE CONNECTED.

Ignite brand devotion, capture
the city's attention, and curate your
own experience at The Green.

MAKE THE GREEN YOUR OWN.

The Green buzzes with activity and complimentary programming, attracting a highly engaged audience. Curate something unforgettable, by partnering with us to create a one-of-a-kind event or activation.



CONNECT



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GO WHERE THE PEOPLE ARE.

Give your brand enhanced visibility by sponsoring one of our regular events, like outdoor movie nights, group fitness classes, or the weekly farmers market.

We do the planning, you get the clout.

**THEIR FUN.
YOUR BRAND.**

Existing Sponsorship Opportunities

EXISTING SPONSORSHIP OPPORTUNITIES

- Live music series
- Weekly farmers market
- Fitness and wellness classes
- Cultural programs, including dance and theatre
- Happy hour programming
- Outdoor movie nights
- Seasonal festivals and gatherings





THE DEETS

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PHOTO CREDIT: DAVID STARK DESIGN AND PRODUCTION



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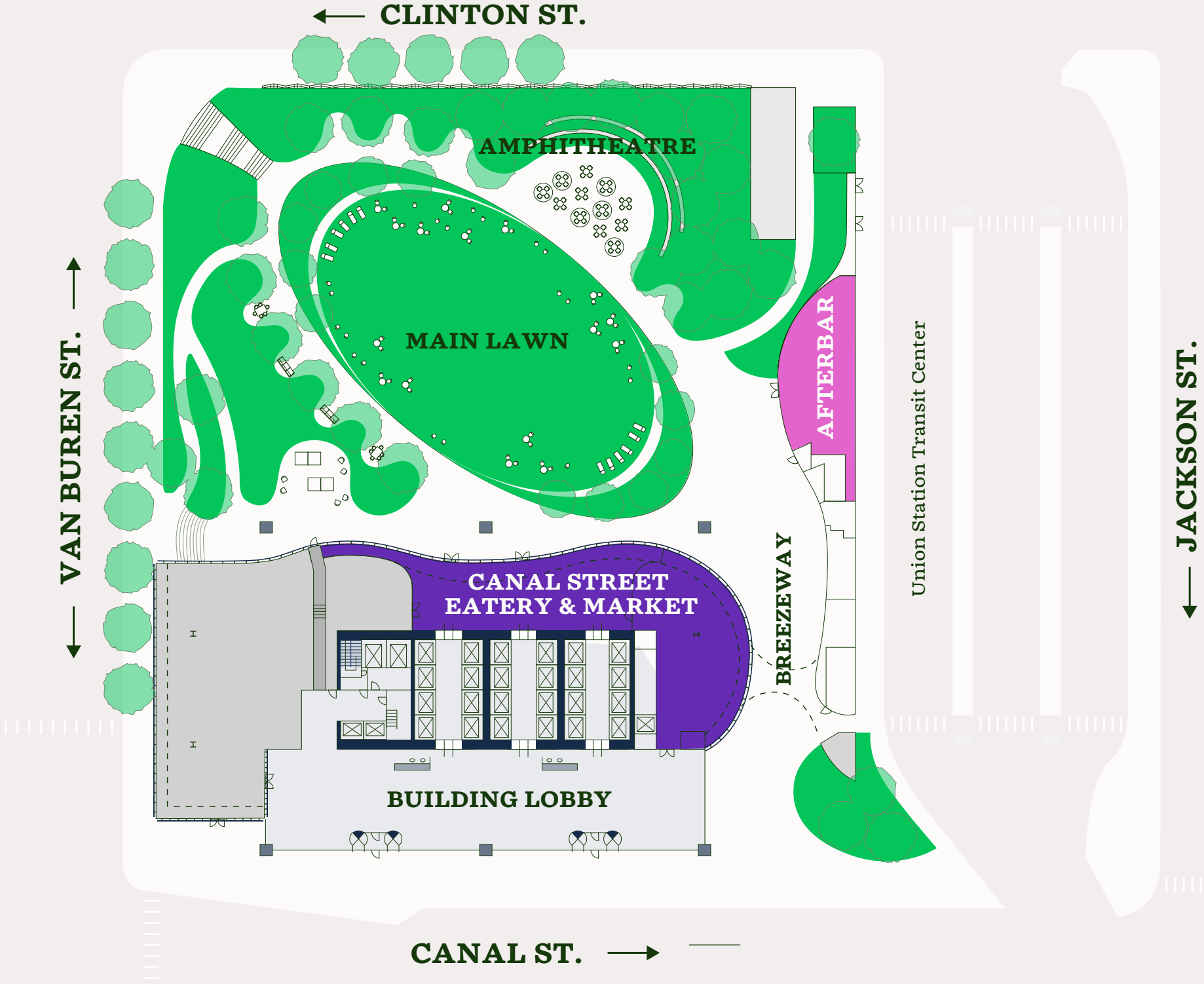
TAKE A CLOSER LOOK.

Proximity & Stats

- 20K workers within a .25-mile radius
- 4K unique impressions per day
- 17K unique devices in one year
- 80% of visitors during work week
- 65% of visitors are local (35% tourists)
- 3K daily visitors to 320 S Canal
- 100+ corporate offices in .5-mile radius
- 16K residents within .5-mile radius
- 50% male/female ratio
- 33.5 average age, with 91% ages 18 - 64
- \$137K median household income, with 29% of households over \$200K

- Law Firm
- Corporate
- Financial Institutions
- Technology
- Fortune 500 Companies







A BOLD SPACE FOR BOLD IDEAS.

THEGREENAT320SOUTHCANAL.COM

START THE CONVO.

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THE
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