



THE
GREEN
AT 320

BRAND ACTIVATION



COMPONENTS

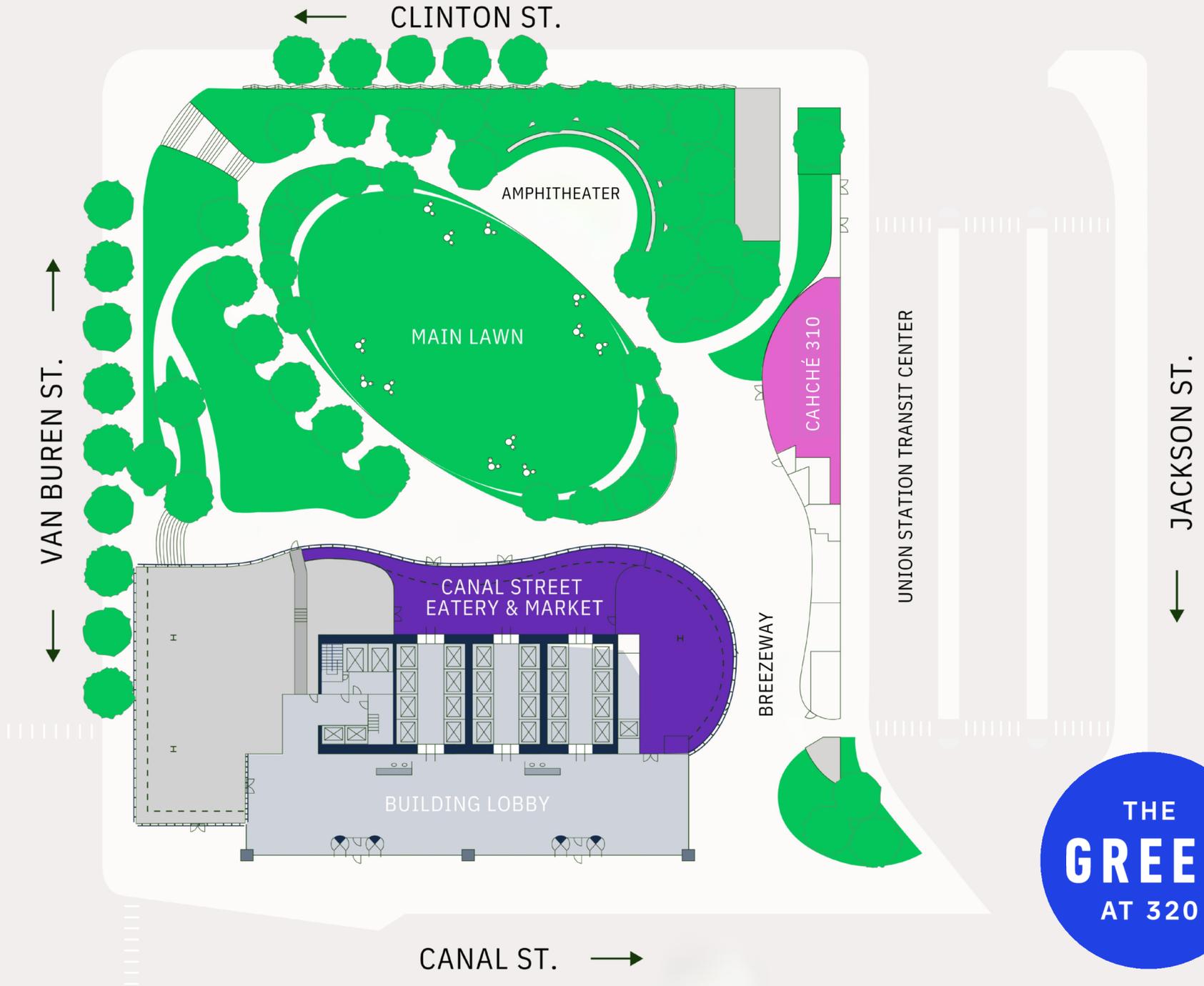
- Largest Privately Owned Park in Chicago's Loop
- 1.5 Acres of Total Space
- 10K SF of Lawn Space
- Paved Amphitheater and Seating Alcoves
- Private Park Restroom
- ADA Accessibility Throughout
- 20V Power Access Throughout
- For-Hire Security and Janitorial Services
- Social Media and PR Partnership
- Permitting Support

CONNECTIVITY

- Attached Parking Garage (320+ Spaces)
- Connected to Chicago's Union Station
- One Block from Chicago's Blue Line
- Connected to City's Bike Lane Network
- Connected to Union Station Bus Transit Center

COMMUNITY

- 45,000+ Annual Visitors
- 3,450+ Weekly Visitors
- 305+ Yearly Events and Activations



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REACH

- 20K workers within a .25-mile radius
- 17K unique devices in one year
- 80% of visitors during work week
- 65% of visitors are local (35% tourists)
- 4K daily visitors to 320 S Canal
- 100+ corporate offices in .5-mile radius

RESIDENTS

- 16K residents within .5-mile radius
- 50% male/female ratio
- 33.5 average age, with 91% ages 18-64
- \$137K median household income

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

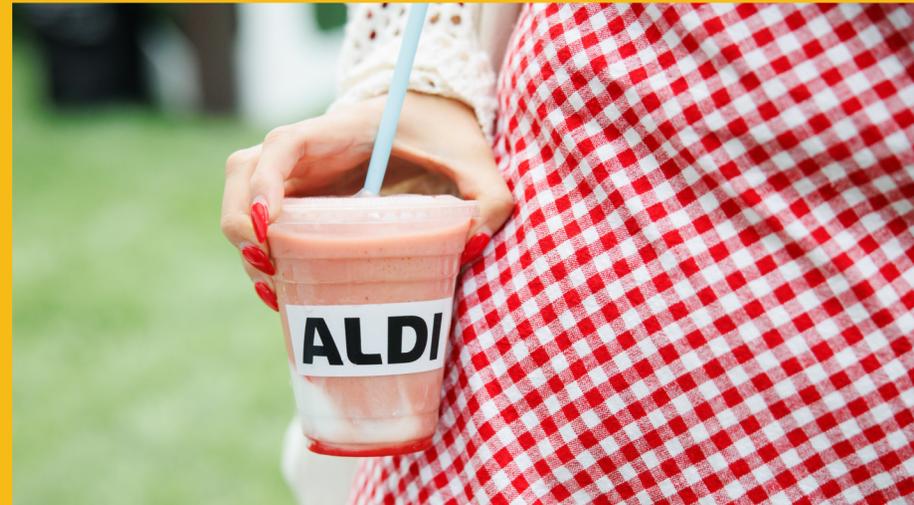


ALDI BRAND ACTIVATION

ALDI CONNECTED WITH THE COMMUNITY THROUGH A DYNAMIC OPEN-AIR MARKET EXPERIENCE

ALDI brought their brand to The Green with interactive product displays, tastings, and giveaways. Attendees met ALDI purchasers and head chefs, getting an inside look at their fresh, quality products. The pop-up energized the park and created memorable brand moments for downtown visitors.

- *1-Day Brand Pop-Up*
- *4,700 Samples Served*
- *8,550+ Social Media Impressions*
- **Caterer** - *Blue Plate Catering*
- **Event Designer** - *Kehoe Designs*
- **Event Producer** - *Liven It Up Events*



ON RUNNING POP-UP

PARTNERED WITH ON TO SHOWCASE THEIR NEW
RUNNING LINE TO OUR COMMUNITY

ON brought their latest running shoes to The Green for try-ons, demos, and giveaways. We aligned the activation with our run club, creating cross-promotion opportunities and hands-on engagement for local runners. Attendees left energized and connected to the brand.

- *1-Day Brand Pop-Up*
- *105 Shoe Try-Ons*
- *6,210+ Social Media Impressions*



BMO WALKS FOR GOOD

A PARK-WIDE ACTIVATION PROMOTING MENTAL AND PHYSICAL HEALTH WITH BMO

BMO activated The Green for their Walks for Good fundraiser, engaging the community in a collective walk around the park. The event featured a smoothie pop-up and DIY plant workshop, promoting both mental and physical health while connecting participants with BMO's mission.

- *1-Day Brand Pop-Up*
- *1,115 Attendees*
- **Caterer** - *Blue Plate Catering*
- **Event Designer** - *Kehoe Designs*
- **Event Producer** - *Liven It Up Events*



MILLER LITE

GRILLS FIRED, COLD SAMPLES FLOWING,
SUMMER IN FULL SWING

Miller Lite took over The Green for a park-wide grille out, inviting guests to sample their classic lite brew. The Green's laid-back, backyard-style atmosphere encouraged attendees to gather, linger, and connect directly with the brand.

- *1-Day Brand Pop-Up*
- *315 Attendees*
- **Caterer** - *Canal Street Eatery*
- **Event Designer** - *Thinkingbox*
- **Event Producer** - *Thinkingbox*



CHICAGO HOUNDS

A LIVE PRESS CONFERENCE AND PRACTICE ON THE GREEN WITH CHICAGO'S RUGBY TEAM

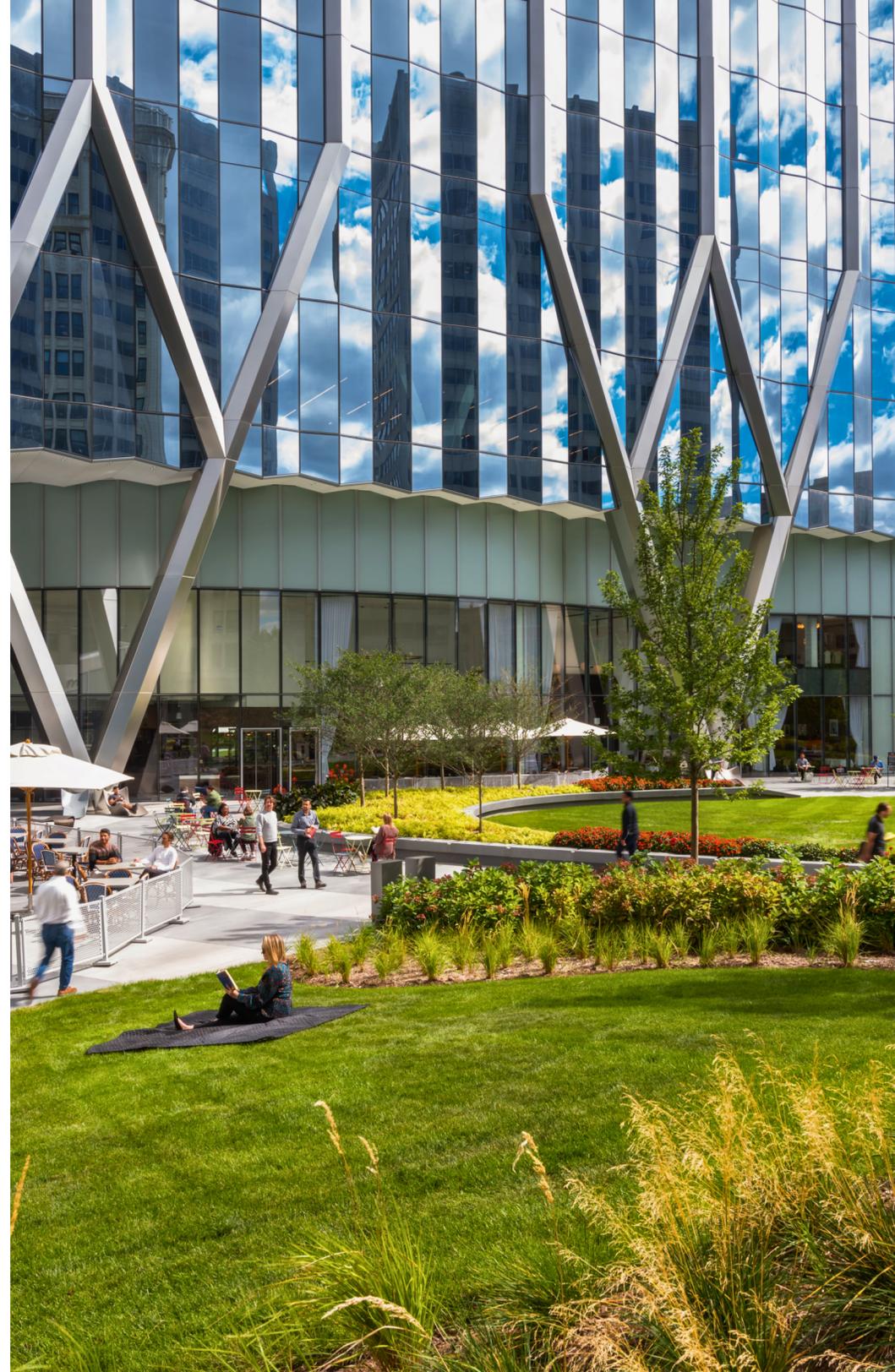
The Chicago Hounds activated The Green with a live press conference and practice session, giving attendees a front-row view of professional rugby. Fans got photos with the team, watched drills up close, and interacted directly with players.

- *1-Day Brand Pop-Up*
- *405 Attendees*



HAVE AN ORIGINAL IDEA?

THE CONCEPTS DON'T STOP HERE.
HAVE AN IDEA OR GOAL OF YOUR OWN?
LET'S BRING IT TO LIFE TOGETHER AT THE GREEN.



START THE CONVO

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