



THE
GREEN
AT 320

SPONSORSHIP



COMPONENTS

- Largest Privately Owned Park in Chicago
- 1.5 Acres of Total Space
- 10K SF of Lawn Space
- Paved Amphitheater and Seating Alcoves
- Onsite Restaurant (Canal Street Eatery)
- Onsite Bar (Afterbar)
- Private Park Restroom
- ADA Accessibility Throughout

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



THE
GREEN
AT 320

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



EXISTING SPONSORSHIP OPPORTUNITIES

**ESTABLISHED PROGRAMS WITH PROVEN
COMMUNITY ENGAGEMENT AND VISIBILITY**

Live Music Series
Fitness and Wellness Classes
Happy Hour Programming
Weekly Farmers Market
Monthly Movie Nights
Fall Festival



WEEKLY FARMERS MARKET



RESIDENT DJ, ERIC

TUNES AT NOON

WEEKLY LUNCHTIME PERFORMANCES BRINGING ENERGY TO CHICAGO'S LUNCH HOUR

- **Timing** - April-September
- **Frequency** - Weekly on Thursday
- **Duration** - 2-Hours (11:30AM-1:30PM)
- **Average Attendance** - 880 per occurrence
- **Demographic** - Professionals and Local Residents

- **Inclusions** - Logo Integration on Series' Umbrella, Influence on Band Selection, Sponsor Announced Throughout Set, and Ongoing Social Media Mentions



HOSTED BY MARY

POETRY & OPEN MIC NIGHTS

COLLABORATIVE SHOWCASE OF POETRY
CURATED BY CHICAGO POETRY CENTER

- **Timing** - *June-August*
- **Frequency** - *Weekly on Monday*
- **Duration** - *1-Hour (6-7PM)*
- **Average Attendance** - *35 per occurrence*
- **Demographic** - *Local Residents*

- **Inclusions** - *Logo Integration on Series' Podium, Sponsor Announced During Event, and Ongoing Social Media Mentions*



2025 OPENING DAY

THE FARMER AT THE GREEN

SHOWCASING LOCAL FARMERS AND MAKERS IN THE HEART OF DOWNTOWN CHICAGO

- **Timing** - *May-September*
- **Frequency** - *Weekly on Tuesday*
- **Duration** - *3-Hours (11AM-3PM)*
- **Average Attendance** - *1,250 per occurrence*
- **Demographic** - *Local Residents, Professionals, and Families*

- **Inclusions** - *Logo Integration Throughout, Optional Sponsor Tent at Markets, One Complimentary Private Event Rental, and Ongoing Social Media Mentions*



FITNESS CLASSES

DAILY FITNESS EXPERIENCES PROMOTING HEALTH AND WELLNESS IN THE PARK

- **Timing** - April-September
- **Frequency** - *Daily, Monday-Thursday*
- **Duration** - *45-Minutes Each*
- **Average Attendance** - *24 Per Class*
- **Demographic** - *Local Residents, Fitness Enthusiasts, and Young Professionals*
- **Inclusions** - *Sponsor Announced at Start and End of Class, and Ongoing Social Media Mentions*



3-MILE GUIDED RUN

320 RUN CLUB

WEEKLY RUNNING GROUP FOCUSED ON MOVEMENT, MOTIVATION, AND SOCIALIZATION

- **Timing** - *April-September*
- **Frequency** - *Weekly on Wednesday*
- **Duration** - *1.5-Hours (5:45-7:15PM)*
- **Average Attendance** - *34 Per Run*
- **Demographic** - *Professionals and Local Residents*

- **Inclusions** - *Logo Integration on Club Shirts, Sponsor Announced at Start of Run, and Ongoing Social Media Mentions*



MOTHER'S DAY WATERCOLOR CARD

CRAFTER-NOONS

A CREATIVE AFTERNOON SERIES FEATURING HANDS-ON CRAFTING WITH LOCAL MAKERS

- **Timing** - April-September
- **Frequency** - Monthly
- **Duration** - 3-Hours (1-4PM)
- **Average Attendance** - 305 Per Event
- **Demographic** - Professionals and Local Residents

- **Inclusions** - Logo Integration on Series' Table, Influence on Workshop Selection, Sponsor Announced at Events, and Ongoing Social Media Mentions



MAINTENANCE BY MATT

BIKE TUNE-UPS

COMPLIMENTARY BIKE TUNE-UPS TO PROMOTE SUSTAINABLE TRANSPORTATION

- **Timing** - *May-September*
- **Frequency** - *Monthly*
- **Duration** - *6-Hours (9AM-3PM)*
- **Average Attendance** - *25 Per Event*
- **Demographic** - *Professionals and Local Residents*

- **Inclusions** - *Logo Integration on Series' Umbrella, Sponsor Announced on Sign-Up Portal, and Ongoing Social Media Mentions*



MOVIES IN THE PARK

OUTDOOR FILM SERIES BRINGING MOVIE NIGHTS TO THE HEART OF DOWNTOWN

- **Timing** - *June-September*
- **Frequency** - *Monthly*
- **Duration** - *2-Hours (Timing Varies)*
- **Average Attendance** - *415 Per Event*
- **Demographic** - *Local Residents, Professionals, and Families*
- **Inclusions** - *Logo Integration on Screen, Influence on Movie Selection, Sponsor Announced at End of Movie, and Ongoing Social Media Mentions*

HAPPY HOUR WORKSHOPS

SOCIAL WORKSHOP BLENDING MIXOLOGY, CONNECTION, AND AFTER-WORK ENERGY

- **Timing** - *May-September*
 - **Frequency** - *Monthly*
 - **Duration** - *1-Hour (4-5PM)*
 - **Average Attendance** - *30 Per Event*
 - **Demographic** - *Local Residents and Professionals*
-
- **Inclusions** - *Logo Integration on Series' Table, Influence on Workshop Selection, Sponsor Announced Throughout, and Ongoing Social Media Mentions*





2024 ARTIST, SARAH WHALEN

ARTIST RESIDENCE

SOCIAL WORKSHOP BLENDING MIXOLOGY, CONNECTION, AND AFTER-WORK ENERGY

- **Timing** - *May-September*
- **Frequency** - *Monthly*
- **Duration** - *3-Days, 2-Hours Each Day (4-5PM)*
- **Average Attendance** - *675 Per Day*
- **Demographic** - *Local Residents and Professionals*

- **Inclusions** - *Logo Integration on Series' Marketing, Influence on Artist Selection, Ongoing Social Media Mentions, and Each Piece Gifted Back to Sponsor*



FALL FESTIVAL

SEASONAL CELEBRATION FEATURING LOCAL VENDORS, MUSIC, AND AUTUMNAL ACTIVITIES

- **Timing** - *September*
- **Frequency** - *Annual*
- **Duration** - *3-5 Days*
- **Projected Attendance** - *4,750*
- **Demographic** - *Local Residents, Professionals, and Families*
- **Inclusions** - *Logo Integration on All Event Marketing, Influence on Band Selection, Sponsor Announced Throughout Event, and Ongoing Social Media Mentions*

EMERGING SPONSORSHIP OPPORTUNITIES

**FRESH CONCEPTS SHAPING THE NEXT
CHAPTER OF PROGRAMMING AT THE GREEN**

Tulip Festival

320 Summer Camp

Boards & Brews at 320

Ice Skating Rink

Winter Tree Farm





TULIP FESTIVAL

A SPRING CELEBRATION SHOWCASING CHICAGO'S COMMUNITY AND LOVE FOR TULIPS

- **Timing** - *Late April*
- **Frequency** - *Annual*
- **Duration** - *2-4 Days*
- **Projected Attendance** - *3,000*
- **Demographic** - *Professionals and Local Families*

- **Inclusions** - *Logo Integration on All Event Marketing, Sponsor Announced Throughout Event, and Ongoing Social Media Mentions*



CAMP 320

**A NOSTALGIC SUMMER CAMP CELEBRATION
REIMAGINED FOR THE HEART OF THE CITY**

- **Timing** - *Early June*
 - **Frequency** - *Annual*
 - **Duration** - *2-4 Days*
 - **Projected Attendance** - *3,600*
 - **Demographic** - *Professionals and Local Families*
-
- **Inclusions** - *Logo Integration on All Event Marketing, Sponsor Announced Throughout Event, and Ongoing Social Media Mentions*

BOARDS & BREWS

HAPPY HOUR EVENT FEATURING A CORNHOLE TOURNAMENT AND LOCAL BREWERIES

- **Timing** - *August*
- **Frequency** - *Annual*
- **Duration** - *2-4 Weeks*
- **Projected Attendance** - *1,200*
- **Demographic** - *Professionals and Local Residents*

- **Inclusions** - *Logo Integration on All Event Marketing, Sponsor Announced Throughout Event, and Ongoing Social Media Mentions*





ICE SKATING RINK

TRANSFORM THE GREEN INTO A WINTER DESTINATION WITH A SKATING EXPERIENCE

- **Timing** - *November-February*
- **Frequency** - *Daily*
- **Duration** - *16-Weeks*
- **Projected Attendance** - *48,000*
- **Demographic** - *Local Residents, Families, and Corporate Professionals*
- **Inclusions** - *Logo Integration on Rink and Marketing, Sponsor Announced Throughout Event, and Ongoing Social Media Mentions*



WINTER TREE FARM

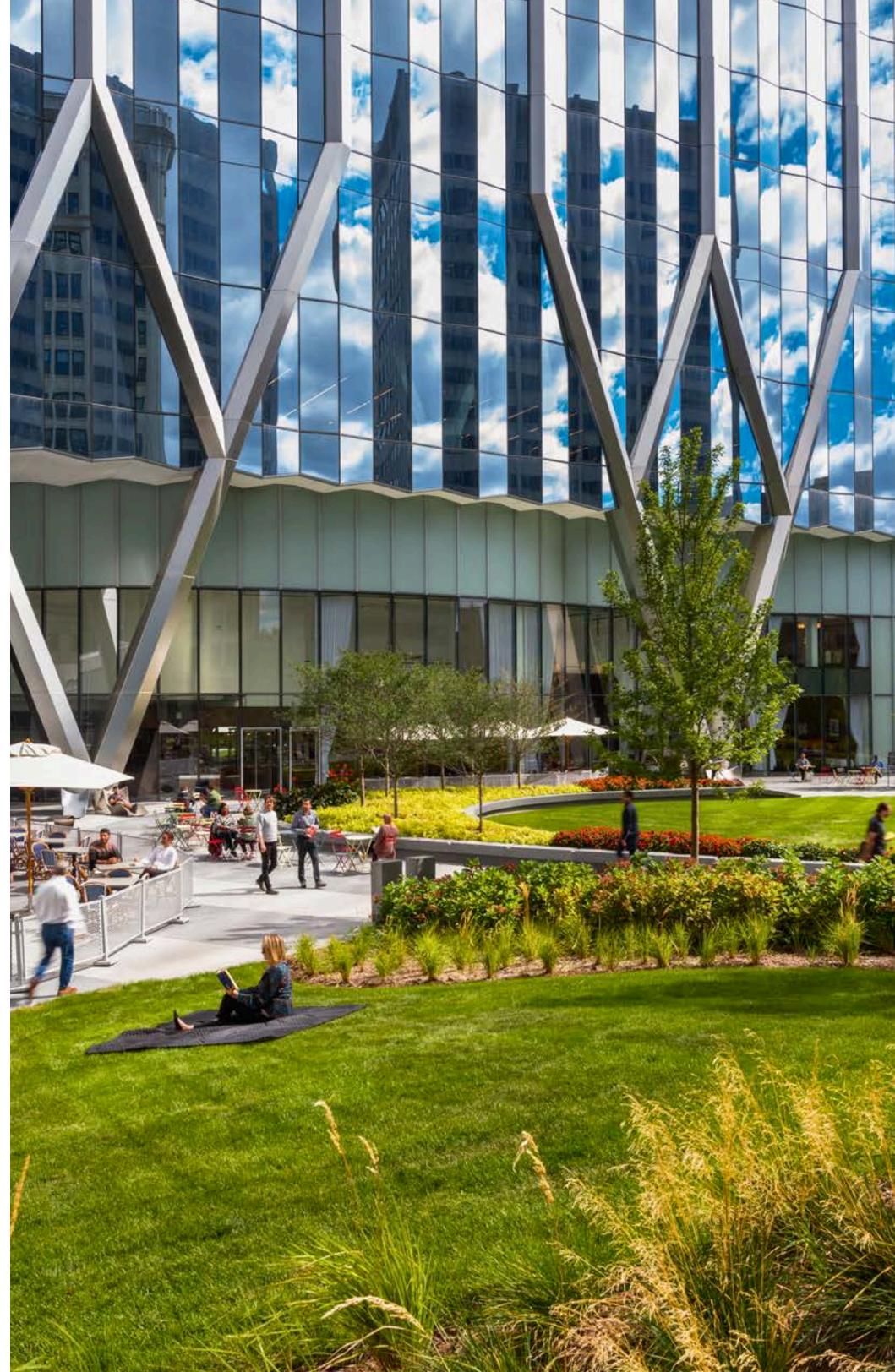
SEASONAL POP-UP TRANSFORMING THE GREEN INTO A WINTER MARKET OF TREES AND CHEER

- **Timing** - *Early December*
- **Frequency** - *Annual*
- **Duration** - *2-Weeks*
- **Projected Attendance** - *8,500*
- **Demographic** - *Professionals, Local Residents, and Families*

- **Inclusions** - *Logo Integration on All Event Marketing, Sponsor Announced Throughout Event, and Ongoing Social Media Mentions*

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.**



SPACES FOR SPONSORSHIP

DISTINCT SPACES OFFERING VISIBILITY AND ENGAGEMENT ALL SEASON LONG

The Supply Hub

Games Cart

Book Cart

Foosball Table

Ping Pong Table

Fitness Cart



THE SUPPLY HUB

THE SUPPLY HUB

CENTRAL HUB OFFERING GAMES, BOOKS, AND PARK COMFORTS FOR ALL VISITORS

- **Timing** - Year-Round (Open April-September)
- **Visibility** - 4,500 Weekly Visitors
- **Unique Impressions** - 45% of Visitors Interact
- **Interaction Time** - 30-45 Minutes Per
- **Location** - Prominently and Permanently Placed Near Lawn

- **Inclusions** - Logo Placement on Front and all Amenities Within, Influence on Games Provided, and Ongoing Social Media Mentions

RENDERING

YOUR BRAND HERE

THE GAME CART

MOBILE HUB FOR BOARD AND LAWN GAMES OFFERED TO ALL ATTENDEES

- **Timing** - Year-Round (Open April-September)
- **Visibility** - 4,500 Weekly Visitors
- **Unique Impressions** - 45% of Visitors Interact
- **Interaction Time** - 45 Minutes Per
- **Location** - Mobile, Throughout Park

- **Inclusions** - Logo Placement on Cart and on all Games, Influence on Games Provided, and Ongoing Social Media Mentions





THE PING PONG TABLE

COMPETITIVE CENTERPIECE INVITING PLAY, CONNECTION, AND QUICK RALLIES

- **Timing** - *Year-Round Placement*
 - **Visibility** - *4,500 Weekly Visitors*
 - **Unique Impressions** - *22% of Visitors*
 - **Dwell Time** - *45 Minutes Per Interaction*
 - **Location** - *Near Canal Street Eatery Patio*
-
- **Inclusions** - *Logo Placement on Table and Paddles, and Ongoing Social Media Mentions*

THE FITNESS CART

COMPACT WELLNESS STATION DESIGNED TO POWER THE GREEN'S FITNESS PROGRAMMING

- **Timing** - Utilized April-September, 4X/Week
 - **Visibility** - 210 Weekly Fitness Attendees
 - **Unique Impressions** - 99% of Class Attendees Interact
 - **Dwell Time** - 45 Minutes Per Class
 - **Location** - Mobile, Near all Fitness Classes
-
- **Inclusions** - Logo Placement on Cart *and* Ongoing Social Media Mentions



FOOSBALL TABLE



PLAYFUL PARK FEATURE INVITING FRIENDLY MATCHES AND MIDDAY BREAKS

- **Timing** - *Placed March-October*
 - **Visibility** - *4,500 Weekly Visitors*
 - **Unique Impressions** - *22% of Visitors*
 - **Dwell Time** - *45 Minutes Per Interaction*
 - **Location** - *At Park's Main Entrance*
-
- **Inclusions** - *Logo Placement on Table and Ongoing Social Media Mentions*

START THE CONVO

320EVENTS@CBRE.COM

312.475.3201

THEGREENAT320SOUTHCANAL.COM