



# BRAND ACTIVATIONS & SPONSORSHIPS

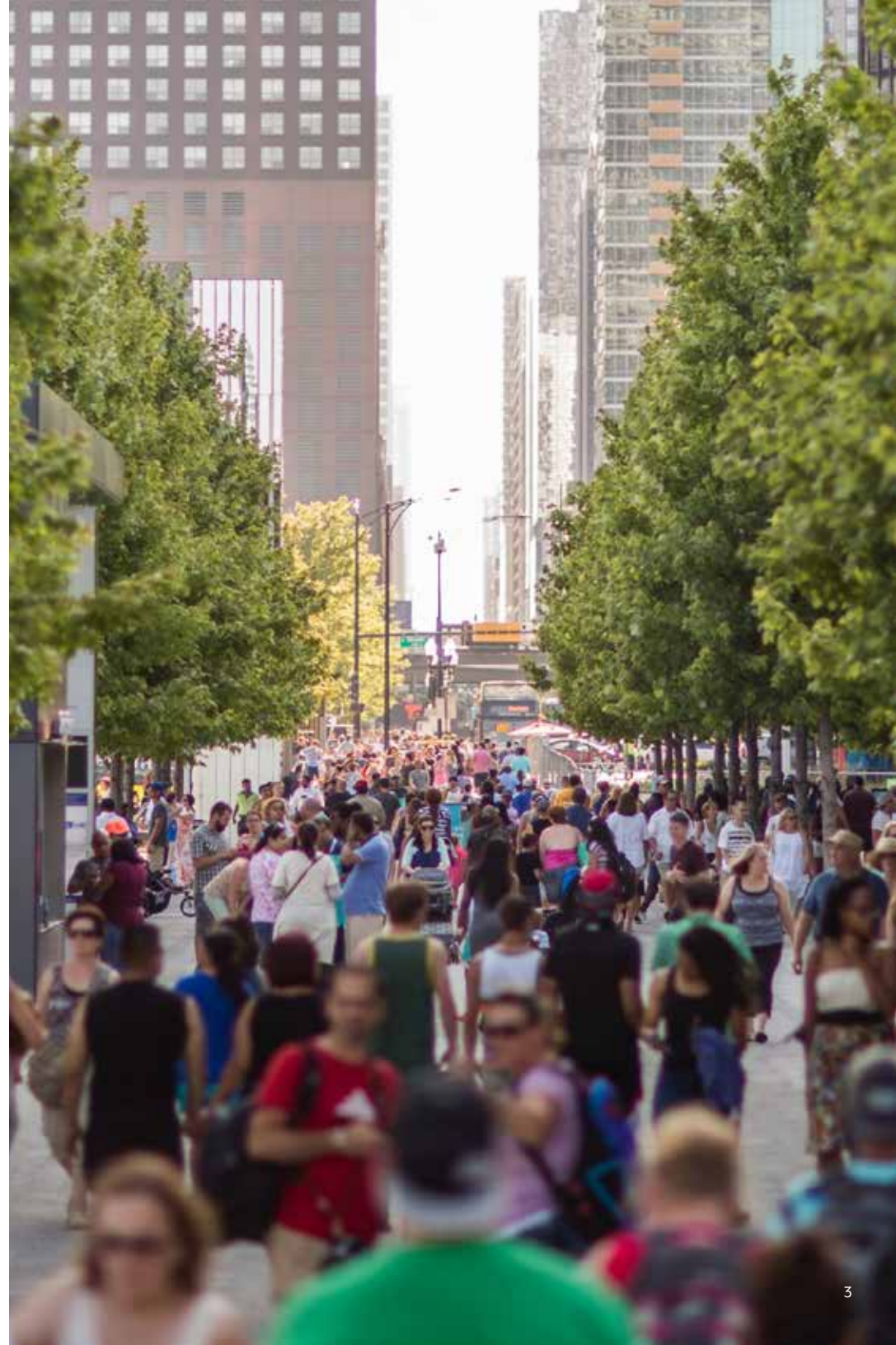
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# ABOUT NAVY PIER

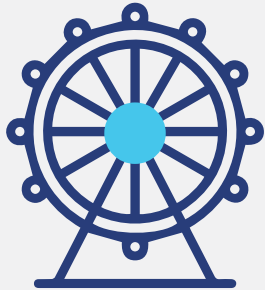
Welcoming eight million guests annually, Navy Pier is the most visited cultural and leisure destination in the Midwest. Since the Pier's revitalization in 1995 and establishment as a nonprofit in 2011, this world-class landmark continues to evolve, engaging locals and visitors alike through 50 acres of parks, restaurants, attractions, retail shops, sightseeing and dining cruise boats, free arts and cultural events, and more.



# OUR MISSION

Navy Pier Inc. is the People's Pier, Chicago's lakefront treasure, welcoming all and offering dynamic and eclectic experiences through partnerships and programs that inspire discovery and wonder.

# FAST FACTS



**8 MILLION**  
guests annually



**60% OF VISITORS**  
are from the Chicagoland Area



**OVER 70 BUSINESSES**  
employing **3,000** individuals



**NEARLY 300**  
free arts & cultural events  
annually



**3 HOURS**  
average guest stay time  
on Navy Pier



**\$50**  
average spend per guest,  
per visit



# NAVY PIER EVENTS & PROGRAMMING

## FEBRUARY

- Black Makers Market (Artisanal Market)
- Global Connections: Lunar New Year (Cultural Celebration)
- Global Connections: International Carnivale (Cultural Celebration)

## MARCH

- Women's Makers Market (Artisanal Market)
- Global Connections: Holi (Cultural Celebration)
- Spring Break at the Pier (Family Friendly Workshops)

## APRIL

- EXPO Chicago (International Art Exposition)

## MAY

- Mexico Fest (Cultural Celebration)
- Swing Into Summer (Celebration of Outdoor Sports)

## MAY-SEPTEMBER (RECURRING EVENTS)

- Live on the Lake (Popular Music Series)
- Summer Fireworks (Free Fireworks Displays)
- Wave Wall Moves (Dance Performance Series)
- Wave Wall Wax (House Music Series)
- Pier Fitness (Free Fitness Classes)
- Skyline Sessions (Small Ensemble Performance Series)

## JUNE

- ASICS Junior National Volleyball Championships (Volleyball Tournament)
- Chi-Soul Fest (Soul Music Festival)
- Summer Block Party (90's Inspired Performances, Interactive Art, Workshops, Artisanal market)
- Navy Pier Pride (LGBTQIA+ Celebration)
- Pier Dance (Free Dance Instruction)

## JULY

- Water Flicks (Free Outdoor Movie Series)
- Fresh Fest! (Youth Performance Festival)
- Design Museum of Chicago's Field Day (Interactive Family Friendly Festival)
- Summer Block Party (90's Inspired Performances, Interactive Art, Workshops, Artisanal Market)

## AUGUST

- LatiNxt (Latin Music Festival)
- Noche Caribeña (Caribbean Music Festival)
- Water Flicks (Free Outdoor Movie Series)

## SEPTEMBER

- Chicago Live! (Performing Arts Festival)
- Navy Pier Lakefront Games (Free Pier-Wide Games & Competitive Experiences)

## OCTOBER

- Fut Fest (Fútbol/Soccer Celebration)
- Slightly Spooky Saturday (Halloween Festival)

## NOVEMBER

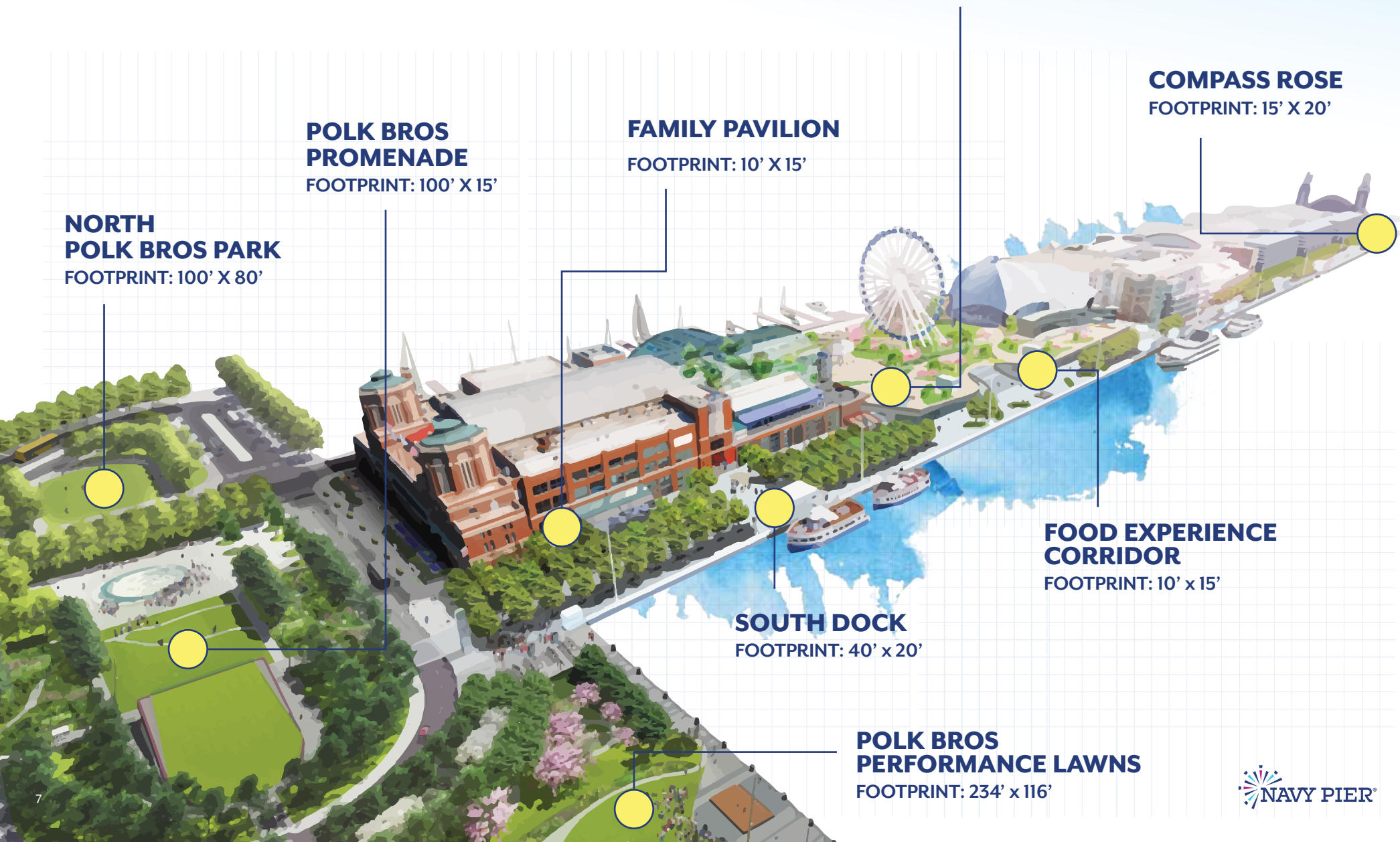
- Housegiving (Free House Music Concert)
- Hot Chocolate Run Expo (Public Sporting Event)

## DECEMBER

- Chicago Christmas Tree Ship (Annual Press Event)
- New Year's Eve Fireworks (Free Fireworks Display)
- Blues Christmas (Free Blues Concert)

# KEY LOCATIONS

*\*Additional spaces also available*



**NORTH  
POLK BROS PARK**  
FOOTPRINT: 100' X 80'

**POLK BROS  
PROMENADE**  
FOOTPRINT: 100' X 15'

**FAMILY PAVILION**  
FOOTPRINT: 10' X 15'

**SOUTH DOCK**  
FOOTPRINT: 40' x 20'

**POLK BROS  
PERFORMANCE LAWNS**  
FOOTPRINT: 234' x 116'

**PIER PARK**  
FOOTPRINT: Flexible

**FOOD EXPERIENCE  
CORRIDOR**  
FOOTPRINT: 10' x 15'

**COMPASS ROSE**  
FOOTPRINT: 15' X 20'



# NORTH POLK BROS PARK

**FOOTPRINT: 100' X 80'**

*this flexible location can be adaptable to a wide range of activations  
with varying footprint*

The North Lawn of Polk Bros Park sits next to Grand Ave., the main driving entrance to and from the Pier, as well as the only CTA Public Bus stops. Across Grand Ave is the interactive Fountain, a popular play area for children and their parents. This location is perfect for large-scale attractions and is between two beautiful backdrops of the Chicago skyline and Lake Michigan.







# POLK BROS PROMENADE

## FOOTPRINT: 100' X 15'

*this location is suitable for heavier equipment and sizeable activations*

**AMENITIES:** Storage, Cooling Center, & Restrooms at Peoples Energy Welcome Pavilion

Located at the front pedestrian entrance into Navy Pier and adjacent to the Polk Bros Park fountain and performance lawns, the Polk Bros Park Promenade sees 40% of all Pier-wide traffic and is directly adjoining rideshare and taxi pickup.



Jewel Osco

Jewel Osco

We Sweeten Life

We Sweeten Life

We Sweeten Life

We Sweeten Life

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# POLK BROS PERFORMANCE LAWNS

**FOOTPRINT: 234' x 116'**

*this flexible location can be adaptable to a wide range of activations  
with varying footprint*

The south side of Polk Bros Park includes the City Stage and Lake Stage areas, featuring two different backdrops for your activation. The City Stage has breathtaking views of the Chicago skyline, and the Lake Stage features views of the entire Pier including Lake Michigan and the Centennial Wheel.



# FAMILY PAVILION AMOEBa

**FOOTPRINT: 10' X 15'**

*this intimate location allows for more up-close indoor activations*

A high profile location between Starbucks and McDonald's, the Family Pavilion's Amoeba space is one of the premier indoor activation areas, featuring guest flow from all sides. A decorative and artistic LED light pattern overhead also makes this a great spot for marketing and promotional photos.



## SOUTH DOCK

### FOOTPRINT: 40' X 20'

*this location is flexible and allows for more intimate and up-close activations*

Navy Pier's South Dock is ranked as the top dwell-time zone for Pier-wide visitors and connects the Family Pavilion with the iconic Centennial Wheel.



CHICAGO CHILDREN'S MUSEUM

CHICAGO CHILDREN'S MUSEUM

COACH

Honey  
Vanilla  
Fruiting  
Mango Swirl  
Blueberry Swirl

Honey  
Vanilla  
Fruiting  
Mango Swirl  
Blueberry Swirl

CH



# PIER PARK

## FOOTPRINT: FLEXIBLE

*this location allows for more intimate and up-close activations*

Pier Park is highlighted by the iconic Navy Pier Centennial Wheel, a 200-foot-tall observation wheel which ranks consistently as one of the must-visit destinations for visitors to Chicago. The wheel provides over 700,000 ticketed guests per year with stunning views of the Chicago skyline and Lake Michigan.





## FOOD EXPERIENCE CORRIDOR

### FOOTPRINT: 10' X 15'

*this intimate location allows for more up-close indoor activations*

With a multitude of dining options, the Pier's Food Experience Corridor showcases a variety of Chicago's delicious culinary experiences and sees over three million visitors each year. Features three high-profile activation areas – the Culture Corner being the largest, set near Potbelly Sandwich Works with the backdrop of the “Pier People” mural; the Wave Wall area in the middle of the Corridor; and the East Corridor location.



**“As an activation partner,  
I could not have been happier with our  
experience at Navy Pier.”**

*Lauren Eckles  
Field Activation Director, CivitasNow*



**“From beginning to end, the Navy  
Pier staff was very accomodating  
and ensured the branding event we  
produced for our client was a success.”**

*Nathan Delack  
President, Delack Media Group*





**FAMILY  
SWITCH**

NETFLIX

# BRAND ACTIVATIONS & SPONSORSHIPS

## RATE INFORMATION

All rates are subject to negotiation based on time of year and footprint of activation. Additional fees may include re-sodding, electrical, and carpentry costs.

For additional information on **Brand Activation** rates and pricing, contact:

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For additional information on **becoming a sponsor** of Navy Pier or a Navy Pier event, contact:

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