



**Sponsorship Opportunities**



# About | Navy Pier

**Navy Pier is an iconic thread in the fabric of Chicago.**

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 parks, restaurants, cultural attractions, retail shops, sightseeing and dining cruise boats, exposition facilities, and more.

**Navy Pier's community impact is essential.**

Navy Pier is an accessible public place that celebrates the vitality of Chicago, providing year-round enjoyment for guests from around the globe and serving as an essential economic engine to the region.

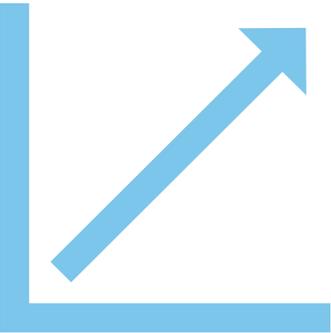
**Navy Pier provides cultural and economic programs.**

Navy Pier partners with local cultural organizations to provide free and unique experiences that showcase the diversity of Chicago's artistic landscape. The Pier's economic development programs strengthen local entrepreneurs and businesses by facilitating direct-to-consumer opportunities, local marketplaces, and tailored tenant partnerships.

**Navy Pier is a transformational resource for local businesses and entrepreneurs, local artists and cultural ensembles, thousands of employees, and millions of guests each year.**

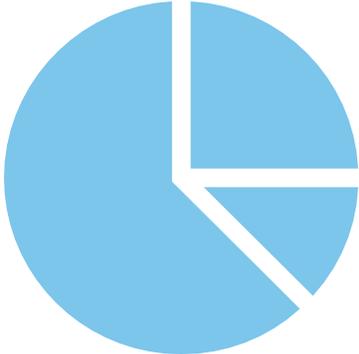


# NAVY PIER ENGAGEMENT HIGHLIGHTS



**8.5M+**

2024 Pier-Wide Visitors



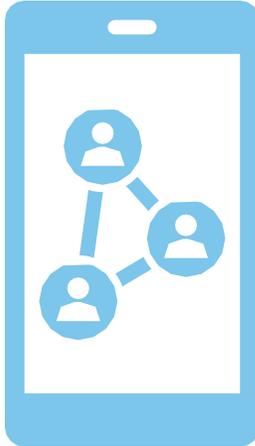
**52%**

Of Visitors Are From The Chicagoland Area



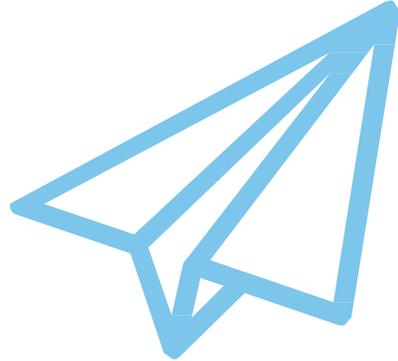
**11M**

Annual Website Views



**500K+**

Followers Across Social Media Platforms



**160K+**

ENewsletter Subscribers



# NAVY PIER ENGAGEMENT HIGHLIGHTS

(CONTINUED)



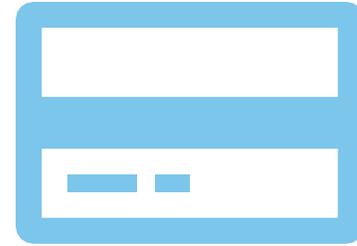
**500+**

Free & Ticketed Events  
Annually



**3 HOURS**

Average Guest Stay Time at Navy Pier



**\$204M**

Annual On-Site Guest Spend



**70+**

On-Site Businesses Employing **3,000**  
Individuals



# Toast to the Pier | Event Details

Toast to the Pier is the annual kick-off to Navy Pier's fundraising year. **Every dollar raised supports the Pier's mission to welcome all and offer dynamic experiences and programs for millions of annual guests at no cost.**

## Event Details

- Thursday, March 26 at Vin Chicago (1826 N. Elston Ave., Chicago, IL 60642)
- 7:00PM – 9:00PM
- The evening will include a wine tasting, heavy appetizers, and a raffle
- **Please note this is a 21+ event**



# Toast to the Pier | Sponsorship Opportunities

## Lead Sponsor | \$2,500

- Recognition in one social media post promoting the event
- Logo/Name inclusion on event webpage
- Prominent Logo/Name recognition at the event
- 12 Complimentary event tickets

## Event Sponsor | \$1,000

- Logo/Name inclusion on event webpage
- Prominent Logo/Name recognition at the event
- 5 complimentary event tickets

## Partner Sponsor | \$500

- Logo/Name inclusion on event website
- Prominent recognition at the event
- 3 Complimentary event tickets

## Individual Supporter | \$300

- Prominent recognition at the event
- 1 complimentary event ticket



# Sponsorship Commitment Form

If you would like to submit your sponsorship payment electronically, [CLICK HERE](#).

If you would like to submit your payment via check or ACH, please select your sponsorship level:

\$2,500 Lead Sponsor     \$1,000 Event Sponsor     \$500 Partner Sponsor     \$300 Individual Supporter

- Donor/Organization Name: \_\_\_\_\_
- Preferred Recognition Name: \_\_\_\_\_
- Contact: \_\_\_\_\_
- Mailing Address: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Email: \_\_\_\_\_

**For check and ACH payments,** please return the completed form to [cward@navypier.org](mailto:cward@navypier.org) or

by mail to Navy Pier, attn: Resource Development, 600 E Grand Ave., Chicago, IL 60611



# Thank you for your consideration and continued support of Navy Pier's mission.

Questions? Please contact:

Colleen Ward

Resource Development and Special Events Manager

[cward@navypier.org](mailto:cward@navypier.org)

