

# SUMMER EVENINGS

JUNE – SEPTEMBER



Maybe it's the golden light, the cool breeze or the glow of Evening Island lights shimmering on sparkling lakes. Whatever the reason, as the sun goes down, summer magic starts at the Garden.

## The Events

Summer evenings at the Garden are a special treat, as the grounds remain open until 9 p.m. Visitors have access to most garden spaces and facilities, which take on a special glow as the sun slowly sets. They can enjoy outdoor grilling on the Café decks, picnicking, and the magic of celebrating summer evenings that invite them to linger and relax outdoors.

## Carillon Concerts

Every Monday night, the majestic sound of bells rings across the Garden during the Carillon Concert Series. Families, young lovers, and people of all ages picnic, watch fireflies appear over the Great Basin, and enjoy a master performance on one of the nation's few hand-played carillons.

## Music on the Esplanade / Hot Summer Nights

On Tuesdays and Thursdays, an air of romance flows through the Esplanade. Visitors sip cocktails, watch the sunset from the Lakeside Terrace, and enjoy live jazz, mariachis, and Caribbean and Spanish guitar.

## Grapes & Hops

Grapes & Hops draws young professionals from the city and suburbs on selected Wednesdays in July, August, and September. Visitors stroll through arbors covered with grape vines and blooming hop plants while sampling premium beer and wine, learning how spirits are made, and watching chef demonstrations of food pairings.

## The Attendees

An increasingly important part of the summer event calendar, summer evenings at the Garden reach a well-educated, diverse audience looking for a place to socialize and relax. The events are particularly conducive to romance as well as large family outings. Many couples of all ages, as well as intergenerational family groups, come to enjoy the beauty of the Garden and all the promise of a summer evening at one of the most stunning places in the Midwest.

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## The Opportunity

The Summer Evenings series allows sponsors to reach people at their most relaxed. Create positive impressions with a happy family enjoying a carillon concert. Promote your services to a young couple in love. Get your product and logo in front of well-educated professionals as they sample premium beverages. Other recognition opportunities include logo placement on signage, print, and broadcast media and promotional materials.

## The Sponsorship

Presenting:	\$75,000
Major:	\$50,000
Supporting:	\$35,000

