



## June – September

### The Event

Music on the Esplanade is held on Monday and Wednesday evenings from 6 to 7:30 p.m. and is free with Garden admission. The live concerts feature an array of musical styles including jazz, salsa, and retro rock 'n' roll. Visitors can picnic and sip cocktails while celebrating summer evenings alongside the sparkling lakes and colorful display gardens. The Garden remains open until 8 p.m., providing unique access to the grounds that take on new life as dusk settles. The idyllic surroundings promote outdoor, nature-enhanced experiences in a community setting.



### The Attendees

Music on the Esplanade is an audience favorite and is a beloved part of the experience for our members and general visitors. Many concerts reach event capacity (1,000 guests) as our visitors look for a place to socialize and relax. Couples of all ages as well as intergenerational family groups come to enjoy the beauty of the Garden on a summer evening. Please see our demographics sheet for details.





## The Opportunity

Music on the Esplanade allows sponsors to reach people at their most relaxed. Create positive impressions with happy families and groups of friends enjoying a concert. Connect and interact with audience members as they sample premium beverages, learn about your company, or taste your products. Additional recognition opportunities include logo placement on signage, online, and via social media, along with other promotional materials.



## The Setting

The lush lawns and picturesque locations on the Esplanade provide the perfect spot for couples, friends, and families to set out a picnic and enjoy the beautiful vistas as they listen to the music. For these concert evenings only, picnicking is allowed on the Esplanade.



## The Sponsorship

Presenting: \$75,000

Major: \$50,000

Supporting: \$25,000

On-site: \$5,000



**chicago botanic garden**

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