

UNIFEST ON THE RIVER

One globe, many cultures



Presented by
Chicago Sister Cities International

Summer 2017 | Thursdays starting July 13
The Jetty at the Chicago Riverwalk

Photo: "Chicago River 6" CC OmidGul, WikiCommons

WHAT IS UNIFEST?

Unifest is an exclusive summer series that celebrates the culture of Chicago's 28 international sister cities by presenting ethnic food, drinks and music along the city's scenic Riverwalk. This series of after work events will run for a minimum of six weeks, every Thursday on The Jetty area between Wells and Franklin, beginning on July 13 from 4:30 p.m. – 8:30 p.m. These evening events will bring people to the water's edge to enjoy the newly revitalized Riverwalk and experience a global Chicago.

Join us on Thursdays this summer for a global celebration!



**THE
JETTY**

**MAGNIFIC
MILE**

RIVER NORTH

**FULTON RIVER
DISTRICT**

**WEST
LOOP GATE**

TOWN

Chicago

WHY SPONSOR UNIFEST?

- 

Exclusive opportunity to have a presence on the new revitalized Chicago Riverwalk
- 

Direct live exposure to large crowds of urban trendsetters, tourists and globally minded business professionals in a relaxed, friendly atmosphere
- 

Brand association with a unique international summer event
- 

Highly sought after brand visibility and exposure on the scenic Chicago Riverwalk
- 

Brand exposure via online platforms and social media campaigns



CHICAGO'S 28 SISTER CITIES

ACCRA
GHANA

CASABLANCA
MOROCCO

LAHORE
PAKISTAN

**PETACH
TIKVA**
ISRAEL

AMMAN
JORDAN

DELHI
INDIA

LUCERNE
SWITZERLAND

PRAGUE
CZECH REPUBLIC

ATHENS
GREECE

DURBAN
SOUTH AFRICA

MEXICO CITY
MEXICO

SHANGHAI
CHINA

BELGRADE
SERBIA

GALWAY
IRELAND

MILAN
ITALY

SHENYANG
CHINA

BIRMINGHAM
UNITED KINGDOM

GOTHENBURG
SWEDEN

MOSCOW
RUSSIA

TORONTO
CANADA

BOGOTA
COLOMBIA

HAMBURG
GERMANY

OSAKA
JAPAN

VILNIUS
LITHUANIA

BUSAN
REPUBLIC OF KOREA

KYIV
UKRAINE

PARIS
FRANCE

WARSAW
POLAND

UNIFEST SPONSORSHIP OPPORTUNITIES

Benefits will be customized to meet individual needs to achieve maximum brand exposure. Certain benefits are subject to production deadlines.

Presenting Sponsor \$50,000

- Category exclusivity
- Naming rights to performance stage
- Branding on CSCI merchandise
- Distribution of non-paper promotional materials on-site
- Distinguished as Presenting Sponsor in official event materials
- Prime acknowledgment in promotional materials and announcements
- Prime logo placement on on-site signage and website
- Recognition in e-communications

Gold Sponsor \$25,000

- Distinguished as Gold Sponsor in official event materials
- Prominent acknowledgment in promotional materials and announcements
- Prominent logo placement on on-site signage and website
- Recognition in e-communications

Silver Sponsor \$10,000

- Distinguished as Silver Sponsor in official event materials
- Preferred acknowledgment in promotional materials and announcements
- Preferred logo placement on on-site signage and website
- Recognition in e-communications

Bronze Sponsor \$5,000

- Distinguished as Bronze Sponsor in all official event materials
- Acknowledgment in promotional materials and announcements
- Logo placement on on-site signage and website
- Recognition in e-communications



Supporter \$1,000

- Acknowledgment in promotional materials and announcements
- Logo placement on on-site signage and website
- Recognition in e-communications

CUSTOM SPONSORSHIPS

Customized sponsorship packages are created according to the sponsor's individual category, goals, on-site needs, objectives and budgets.

Sponsorship Benefits can include, but are not limited to:

- Category exclusivity
- Presenting sponsorship that includes naming rights to the performance stage and speaking opportunities
- On-site activation with varying footprint sizes
- Branding on CSCI merchandise
- Corporate signage placement on-site
- Distribution of non-paper promotional materials on-site
- Acknowledgement in official event materials
- Acknowledgment in promotional materials and announcements
- Logo placement on signage and website
- Recognition in e-communications
- Logo and/or name recognition in press materials

To arrange for a custom sponsorship package and for more information please contact **unifest@chicagosistercities.com**.

Chicago Sister Cities International

Chicago Sister Cities International (CSCI), a division of World Business Chicago (WBC), provides leadership to develop, manage and coordinate comprehensive programs with Chicago's 28 sister cities in the areas of cultural arts and tourism, global education, government relations and international business. CSCI expands Chicago's global reach for the benefit of the City of Chicago, its residents and businesses. Learn more at ChicagoSisterCities.com

World Business Chicago

World Business Chicago is a public-private, non-profit partnership that drives inclusive economic growth and job creation, supports business, and promotes Chicago as a leading global city. For more information, visit WorldBusinessChicago.com.



**World
Business
Chicago**