



THE SILVER ROOM SOUND SYSTEM

BLOCK PARTY

July 16-17

Oakwood Beach

39th & Lake Shore Dr

Bronzeville / Hyde Park

**Chicago's Top Urban
Millennial Gathering...**

**Over \$4 Million in
Economic Investment...**

**One of the City of
Chicago's largest one
day events...**

17th. SILVER ROOM BLOCK PARTY – JULY 16-17th, 2022 – Noon to 10pm

The Silver Room Block Party is a FREE!!!, family friendly community event. Celebrates cultural diversity and empowerment through music and art. It has flourished into a 40,000 strong **Urban Millennial audience**. An **AMAZING Sponsorship opportunity** that engages the audience via multiple Social Media Platforms, supports local businesses, showcases emerging talent.

And it represents all demographics of the community





THE SILVER ROOM SOUND SYSTEM

BLOCK PARTY

**INCREASE
IN STORE
REVENUE**

**20-50%
TO
30-50%**

1.6M

**SOCIAL
MEDIA
REACH**

**\$2.0M
TO
\$2.5M**

**ESTIMATED
ECONOMIC
IMPACT**

**75+ VOLUNTEERS
25 ACTIVITIES FOR KIDS**

140

**ARTISTS &
PERFORMERS**

12

**SATELLITE
LOCATIONS**

VENDORS

75+

3 STAGES

**CITY
BLOCKS**

6

TITLE SPONSOR

\$25,000
SPONSORSHIP



- Priority Main Stage Banner All Stages
- Brand Presence All Event Signage
- Prominent Recognition: Radio / Web / Print
- Customized Experiential Marketing
- Social Media Marketing
- Website Banner Ad
- Brand Presence - Official Video
- 12 All Access Passes
- 12 After Party VIP Passes
- Connect Magazine Block Party Special Edition Full Page Ad
- 9-Month Social Media & Website Presence
- Official T-Shirt Brand Presence
- 100 Canvases Gala Table for 12
- Email Marketing Campaign
- Silver Room Storefront Window Banner
- Onsite Print Material Promotions
- Official Sponsor 10 x 20 Tent Space

BLOCK PARTY LEGACY SPONSOR

\$15,000
SPONSORSHIP



- Stage 2 Priority Banner
- Prominent Recognition: Radio / Web / Print
- Brand Presence All Event Signage
- Customized Experiential Marketing
- Press Release Inclusion as Sponsor
- Social Media Marketing
- Website Banner Ad
- 12 All Access Passes
- 12 After Party VIP Passes
- Connect Magazine Block Party Special Edition Full Page Ad
- Brand Presence on Official T-Shirt
- Email Marketing Campaign Inclusion
- Silver Room Storefront Window Banner
- Brand Presence on Official Block Party Flyer
- Onsite Print Material Promotions
- Official Sponsor 10 x 20 Tent Space

NEIGHBORING CORPORATE SPONSOR

\$10,000
SPONSORSHIP



- Stage 3 Priority Banner
- Prominent Recognition: Radio / Web / Print
- Customized Experiential Marketing
- Brand Presence All Event Signage
- Social Media Marketing
- Customized Experiential Marketing
- Sponsor Press Release
- Connect Magazine Block Party Special Edition Full Page Ad
- Website Banner Ad
- Onsite Print Material Promotions
- 12 All Access Passes
- 12 After Party VIP Passes
- Official Sponsor 10 x 20 Tent Space

HYDE PARK COMMUNITY SPONSOR

\$5,000
SPONSORSHIP



- Brand Presence 10 Satellite Locations
- Website Banner Ad
- 6 VIP All Access Passes
- 6 After Party VIP Passes
- 10 x 10 Tent Space
- Brand Presence
- Official Print Promotional Material



**Limited
Availability**

ARTS ADVOCATE SPONSOR

\$2,500
SPONSORSHIP

- Brand Presence 10 Satellite Locations
- Website Banner Ad
- 4 VIP All Access Passes
- 4 After Party VIP Passes
- Brand Presence
- Official Print Promotional Materials



THE SILVER ROOM SOUND SYSTEM

BLOCK PARTY

Sponsor Presentation Deck

**Interested?...Of Course you are
Contact us Today & Let's Talk...**

Carl Washington

GoldCoast Marketing, Inc.

(312) 375-1239

goldcoastmm@gmail.com

www.goldcoastmm.com