



CHI-TOWN RISING

NYE CELEBRATION

WATCH IT LIVE ON  **5 CHICAGO**

EXPERIENCE IT LIVE IN THE HEART OF THE CITY

WHAT ARE YOU DOING NEW YEAR'S EVE?

Finally, a celebration worthy of Chicago.



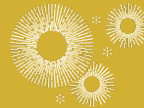
Hours of entertainment and interactive experiences in festival surroundings



Parties for every celebration style



A dazzling countdown celebration that is uniquely-Chicago



The most epic fireworks display the city has ever seen

CHI-TOWN RISING IS A BRAND NEW TRADITION FOR NEW YEAR'S EVE

A mega-event in the heart of the city, attracting visitors from across the Midwest to celebrate the holiday season in Chicago!

Chi-TownRising.com and our partner social media channels will be THE source for info on what is happening in Chicago for New Year's Eve.

A Four-Day Celebration welcomes revelers from across the region...

Chi-Town Rising will provide the catalyst for tourists from across the Midwest to come to Chicago and celebrate the Season. Events and activities are being planned through the holiday weekend to showcase event partners and extend the party.

Thursday Night is the main event, as we rise to meet the New Year in epic fashion, with A-list talent and celebrity guests counting down 2015 and culminating in the largest fireworks display in the City's history.

Friday kicks off 2016 with New Year's specials at shops and restaurants across the city. Join other fans to watch the Bowl Games at venues around town, or just nurse your hangover at a "Hair of the Dog" party.

Saturday provides the perfect opportunity to kick-off those resolutions, with a Fitness Expo, featuring training tips, apparel shops, the latest gear, interactive demos, and group workouts.

Sunday wraps up the weekend with discount admission to the city's best cultural institutions, opportunities for family fun at Winter Wonderland at Navy Pier, and a chance to enjoy a VIP tailgate before watching the Detroit Lions take on the Chicago Bears at Soldier Field.

For more information, contact Sara Travis at sara.travis@getinthearena.com or (312) 771-6259

Produced by:

ARENA
PARTNERS



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We want to partner with you to make your NYE events a success

How we can promote your establishment:

CHI-TOWN RISING DISCOUNT CARD

During the Holiday Weekend (12/30-1/3), we will offer an Official Chi-Town Rising Discount Card to guests staying at our partner hotels. The card will provide special discounts and amenities to guests who choose to book reservations at participating restaurant locations, shop at participating retailers, or visit participating cultural attractions.

Pricing:

- *No fees to participate in program*

Includes:

- *Freedom to customize discount*
- *Promotion on Chi-TownRising.com including:*
 - *Establishment logo*
 - *Link to homepage*
 - *Description of the discount or promotion*
 - *Applicable dates*

OFFICIAL SUPPORTER

By becoming a Chi-Town Rising Official Supporter visitors will be encouraged to visit your establishment while spending the holiday weekend in Chicago. Supporters will also have access to tickets to audience/VIP zone, which can be used in promotion or customer recognition.

Pricing:

- **\$600**

Includes:

- *Logo featured on Chi-TownRising.com*
- *Two (2) free passes for Audience/VIP zone at CTR event*
- *Limited use of Chi-Town Rising logo for in establishment use*
Potential opportunities with sponsors (e.g., Corona) for event tie-ins, specials,

OFFICIAL EVENT PARTNER

By becoming an Official Event Partner with Chi-Town Rising, visitors will be encouraged to purchase tickets to your establishments events during the holiday weekend. Partner establishments will be provided with signage and materials to sport the look and feel of Chi-Town Rising.

Pricing:

- *Price varies*
- *Dependent on event type, size, & services provided*

Includes:

- *Promotion on Chi-TownRising.com in Official Event section*
- *Material/Signage for establishment*
- *Sell tickets through our website or provide link to booking page establishment currently uses*
- *Potential opportunities with sponsors (e.g., Corona) for event tie-ins, specials, etc.*