

HELP SPREAD THE SIMPLE GOOD

CITY OF BIG DREAMS - PARTNERSHIP OPPORTUNITIES



THE SIMPLE
GOOD



ABOUT CITY OF BIG DREAMS

City of Big Dreams is The Simple Good's annual art showcase and fundraiser, uniting Chicago's creative community to celebrate the power of art and positivity. This vibrant event features live performances, visual art, and music, all designed to inspire hope and connectivity while supporting a critical cause.

As a sponsor, your brand will be prominently showcased to an engaged audience of art enthusiasts, changemakers, and community leaders. Sponsorship directly funds youth arts programming in underserved communities, amplifying your impact. Partner with The Simple Good to help spread positivity and inspire change through the transformative power of art and creativity!



City of Big Dreams



TEACHING RESILIENCE THROUGH THE ARTS:

The Simple Good (TSG) is a non-profit organization that provides Social Emotional Learning (SEL) and Mindfulness-based Arts Programs to youth. Our programs aim to enhance the mental well-being of youth by guiding them to discover positivity within themselves.



Watch: Building Resilience Through
Art with The Simple Good



City of Big Dreams

SHOWCASING THE 'SIMPLE GOOD' OF CHICAGO THROUGH THE ARTS

A multi-disciplinary concert-style event dedicated to amplifying positivity through live acts from recognized Chicago artists. Proceeds cover student program expenses for year-long TSG Youth Arts programs.



Watch: City of
Big Dreams 2024

Music! Poetry! Dance! Live Painting!

Location: Moonlight Studios

Date: September 25, 2025

Attendees: 200-300

[Learn More](#)



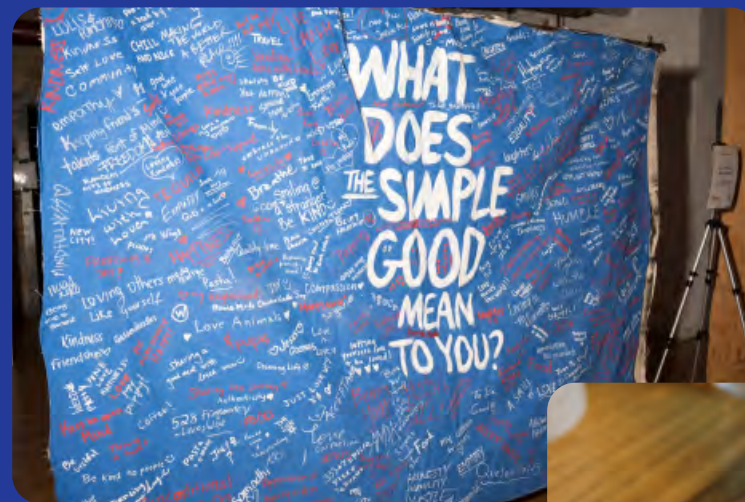
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TheSimpleGood.org



VIP DINNER

An experiential supper featuring live art, a thoughtful menu, and handcrafted cocktails. This intimate gathering brings together influential corporate C-suite professionals, non-profit and community leaders, senior creative professionals, and civil servant leaders.



EVENT DEMOGRAPHICS

Audiences Represented:

- Founders & Entrepreneurs
- C-Suite Executives & Community Leaders
- Artists & Creatives
- BIPOC Young Professionals
- Educators & Non-profit leaders

Ages Represented:

- 21-55
- Under 18 with family



EVENT IMPACT

Social Media:

- Impressions: **24k**
- Reach: **4.5k**

Community:

- Students supported: **756**
- Artists represented: **49**
- Partners represented: **27**
- Communities impacted: **18**

Partners like you help us expand our impact and build a legacy of more peaceful and connected communities.



LEAVE A LEGACY

Our signature events have created lasting community impact over the past 11 years! The success of City of Big Dreams is vital to our ability to provide accessible programming that builds more peaceful and connected communities.

7756

Youth Served since TSG's founding

500+

Professional artists engaged with TSG Programs globally

70%

Average increase in SEL competencies

18

Chicago communities served annually



EVENT BRAND EXPOSURE

SPONSORSHIP BENEFITS



Sponsored Entertainment



Interactive Brand Activations



Main Stage Recognition



Digital & Newsletter Recognition



Product Placement Display



Product Giveaways





CUSTOM SPONSOR ACTIVATION

We aim to work with our sponsoring partners to define unique packages that promote our mission and help our partners & sponsors achieve their goals.

Example Activation Ideas:

- Interactive art experiences
- Exclusive on-site live art activations
- Co-branded customized cocktails
- Co-branded apparel sold/worn on site



2025 TSG SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS

	LEGACY \$15K	AMPLIFIER \$10K	AMBASSADOR \$5K	ADVOCATE \$3K
Complimentary Table Registration for City of Big Dreams	2x	2x	1x	1x
Social Media (IG, FB, Twitter & LinkedIn) recognition for Sponsorship Level	✓	✓	✓	✓
Logo display w/ sponsorship level on ticketing website and main stage screen	✓	✓	✓	✓
Shout out by Founder & CEO, Priya Shah, at event	✓	✓	✓	✓
Custom brand activation opportunity on site	✓	✓	✓	
Inclusion in video highlighting partnership in COBD Promotion Campaign	✓	✓		
Dedicated partnership email to TSG Audience of 7000+ emails	✓			
2 Hour Customized TSG SEL Art Workshop for your employees in office (up to 20 people per workshop)	✓			



PAST CITY OF BIG DREAMS SPONSORS

SPONSORSHIP BENEFITS

CORPORATE SPONSORS



BRONZEVILLE WINERY



IN-KIND SPONSORS



RITUAL ZERO PROOF

Vanille



magic
camp



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FOUNDATION PARTNERS



MacArthur
Foundation



**POLK BROS
FOUNDATION**

**NATIONAL
ENDOWMENT** for the **ARTS**
arts.gov

City of Big Dreams has a rich tradition of showcasing visual and performing artists each year. Here are just some of the artists who have participated in City of Big Dreams in years past:



Rapsody, Hip Hop - @rapsody: 693k followers

Lupe Fiasco, Hip Hop - @lupefiasco: 614k followers

Colin Egglesfield, Actor - @colinegglesfield: 188k followers

Kayla Mahaffey, Visual Art - @kaylamay_art: 57.7k followers

Jenny Vyas, Visual Art - @jennyvyas: 51.7k followers

Joseph Anthony Perez (Sentrock), Visual Art - @sentrock: 47.6k followers

Harold Green, Poet - @haroldgreen: 37.2k followers

Fem, Hip Hop - @femdotdotcom: 35.4k followers

Olusola "Shala" Akintunde, Visual Art - @followshala: 30.7k followers

King Marie, Singer/Songwriter & DJ - @kingmarie: 16.6k followers

Dwight White II, Visual Art - @dwhite originals: 15.7k followers





TSG IN THE PRESS



ABC7 Chicago – City of Big Dreams Art Showcase to Raise Money for Chicago Youth Arts Programs



Vocalo – Empowering Youth Through Art: The Simple Good's Journey of Positivity and Transformation



WGN-TV Daytime Chicago – The Simple Good: Positive Activism Through Art & Discussion

THANK YOU!

CONTACT US

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www.TheSimpleGood.org



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