

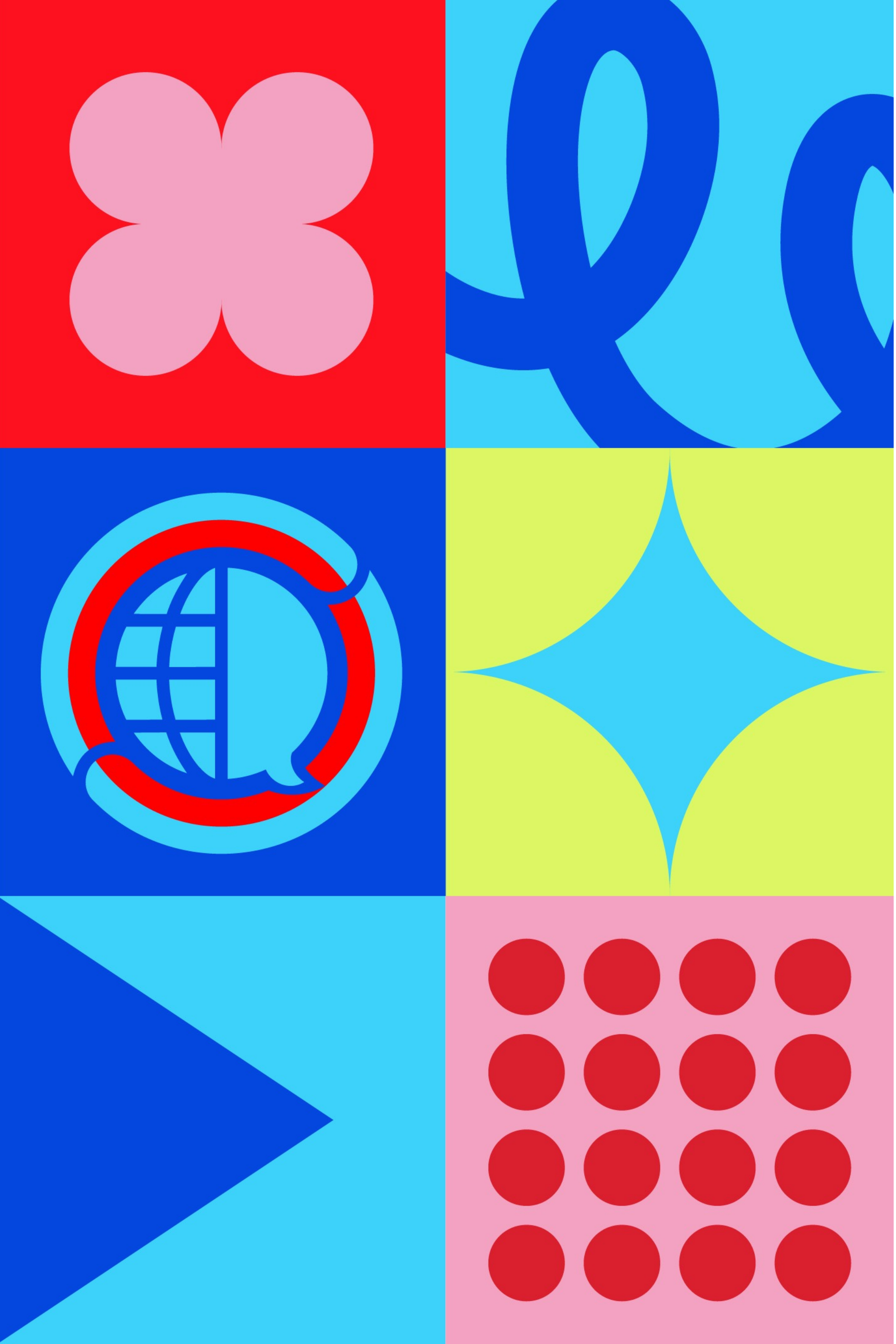
THE SIMPLE
GOOD®

CLASSICK
STUDIOS

13TH ANNUAL

CITY OF BIG DREAMS

Chicago's premier immersive arts fundraiser supporting
youth creativity and mental wellness



ABOUT THE SIMPLE GOOD

The Simple Good (TSG) empowers young people through arts-based social-emotional learning (SEL) that builds resilience, creativity, and connection. Through City of Big Dreams, we invite companies and communities to join that mission while celebrating Chicago's next generation of creative leaders.

[WATCH OUR VIDEO TO LEARN MORE](#)



A MESSAGE FROM THE FOUNDER & CEO



BY HELPING YOUNG PEOPLE DISCOVER THEIR OWN MEANING OF "GOOD" THROUGH CREATIVITY, MINDFULNESS, AND HUMAN CONNECTION, WE CAN BUILD A MORE EMPATHETIC, COMPASSIONATE WORLD.

I founded The Simple Good because I learned firsthand that our perceptions shape what we believe is possible. Through travel, art, and the resilience of young people around the world, I discovered that creativity has the power to build confidence, empathy, and hope.

Today, that simple idea has grown into a movement empowering thousands of youth to see their own potential and create positive change. We invite you to join us in building a future where every young person has the opportunity to dream bigger.

A handwritten signature in black ink, appearing to read 'Priya Shah'.

PRIYA SHAH
Founder & CEO, The Simple Good

COBD 2026



IMPACT IN ACTION

700+

Youth Served

1,425

Hours of Art-Based
SEL Instruction

100%

Programs Offered
at No Cost

500

Youth Supported Through
City of Big Dreams

100%

Stronger Sense
of Belonging

94%

Increased
Self-Expression

92%

Improved Emotional
Awareness

40%

Of Youth Served are
Students with Disabilities



WHAT IS CITY OF BIG DREAMS?

City of Big Dreams is an annual, multi-disciplinary youth arts showcase that brings Chicago's creative community together for an immersive evening of performance, visual art, and storytelling. The event celebrates art in all its forms and brings emerging artists together in support of the next generation of Chicago's creatives, placing their voices at the center and inviting audiences to engage with stories of resilience, identity, and hope.

[WATCH OUR VIDEO RECAP FROM 2025](#)



MEET OUR AUDIENCE



- White
- African American
- Latino
- Asian
- Other



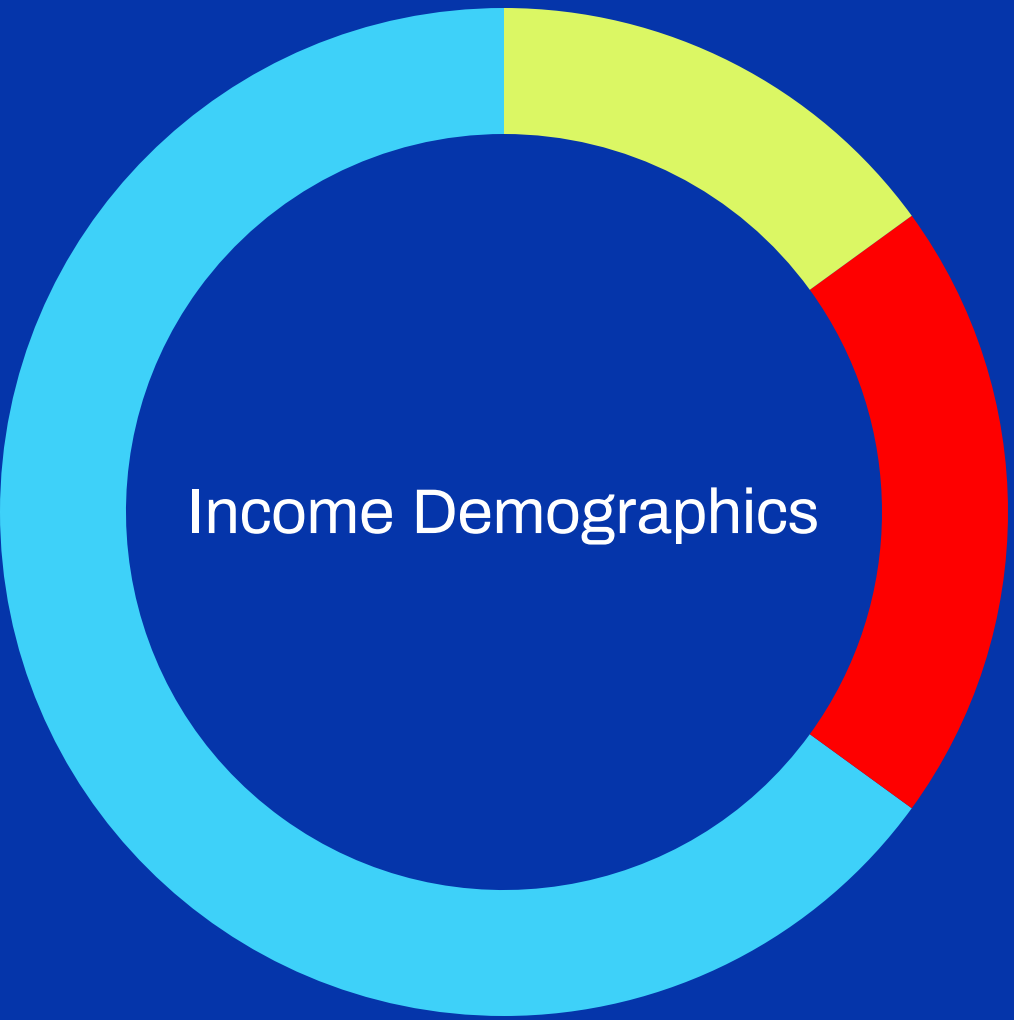
54%

Identify as female



46%

Identify as male



Income Demographics

<50K 50-75K 75K+



EVENT DETAILS



ATTENDANCE

200-300 traffic flow



IMMERSIVE EXPERIENCE

Live performances + visual
art showcase



FEATURED ARTISTS

Music, poetry, dance
and live art



GUESTS

Creatives, culture leaders,
civic partners, socially
conscious supporters



WHY PARTNER WITH CITY OF BIG DREAMS?

City of Big Dreams offers organizations a rare opportunity to align with authentic cultural storytelling in a way that feels meaningful, visible, and values-driven. This is not a traditional sponsorship — it's a chance to support arts access for youth across Chicago and invest in the future of Chicago's creative ecosystem.

WHAT MAKES COBD SO SPECIAL?

- Main stage visibility in a cultural setting
- Strong emotional resonance with audiences
- High-quality content capture opportunities
- Alignment with youth empowerment and creativity
- An engaged, purpose-driven audience



JOIN COMPANIES LIKE...

BLICK
art materials



Fairmont



IN PARTNERSHIP WITH
RED BULL

LOVE,
Tito's



Sharpie

COBD 2026

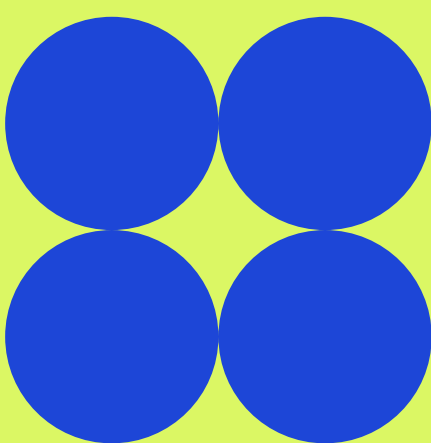


BUILD A CUSTOM PARTNERSHIP



BRAND VISIBILITY

- Main Stage Recognition
- Digital Brand Presence
- Event Branding & Collateral



EXPERIENTIAL ACTIVATIONS

- On-Site Brand Activation
- Experiential Installation
- Product Sampling & Giveaways



EXCLUSIVE EXPERIENCES

- VIP Reception Access
- Artist & VIP Gifting



CONTENT & AMPLIFICATION

- Branded Content Creation
- Influencer & Social Content



**// PARTNERING WITH THE SIMPLE GOOD HAS
BEEN PERSONALLY REWARDING WHILE
HELPING US GROW OUR BRAND THROUGH
AUTHENTIC COMMUNITY ENGAGEMENT.**

CHIYO, COQUETEL COLLECTIVE



YOUR SPONSORSHIP MAKES THIS POSSIBLE

FUND ARTS EDUCATION

EXPAND SCHOOL PROGRAMMING

CREATE FREE COMMUNITY EXPERIENCES

TRAIN TEACHING ARTISTS

PROVIDE MATERIALS



SPONSORSHIP OPPORTUNITIES

BENEFITS	BRONZE \$2K	SILVER \$3.5K	GOLD \$5K	DIAMOND \$10K	PREMIER \$15K
VIP Tickets	6	10	10	10	10
VIP Reception Access	✓	✓	✓	✓	✓
Reserved High-Top Table	—	✓	✓	✓	✓
Premium Food & Beverage	✓	✓	✓	✓	✓
Live Performances	✓	✓	✓	✓	✓
Event Program Recognition	✓	✓	✓	✓	✓
Website Recognition	✓	✓	✓	✓	✓
Social Media Recognition	—	✓	✓	✓	✓
Annual Report Recognition	✓	✓	✓	✓	✓
Event Signage	—	—	✓	✓	✓
Main Stage Recognition	—	—	—	✓	✓
Exclusive Partnership Activation	—	—	—	✓	✓
Lead Sponsor Recognition	—	—	—	—	✓

COBD 2026





Join us in celebrating youth creativity and supporting the next generation of artists, leaders, and storytellers in Chicago.

THESIMPLEGOOD.ORG

LET'S BUILD SOMETHING MEANINGFUL TOGETHER

PRIYA SHAH, FOUNDER & CEO
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