

Sponsorship Opportunities

Request for Information regarding
potential Sponsorship Opportunities
at O'Hare and Midway International Airports



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I. INTRODUCTION

The City of Chicago (“City”), acting through its Department of Aviation (“CDA”), invites interested parties to respond to this Request for Information (“RFI”) regarding potential Sponsorship Opportunities at Chicago O’Hare International Airport (“O’Hare” or “ORD”) and Chicago Midway International Airport (“Midway” or “MDW”) (collectively, the “Airports”).

This RFI is not a solicitation or request for proposals or qualifications. No contract will be awarded as a result of this RFI. The information collected will assist CDA in its planning efforts for a potential future sponsorship or naming rights program.

This RFI is intended to gather market insights, ideas, and expressions of interest from qualified firms, agencies, brand representatives, and industry stakeholders concerning the feasibility, structure, and potential value of airport naming rights and related sponsorship initiatives operated separately from an advertising program.

By responding to this RFI, the respondent indicates its interest in participating in any future efforts undertaken by CDA to develop a naming rights and sponsorship program at the Airports. However, response to this RFI is not a prerequisite for any entity to bid on any future requests for proposals, and does not bind any entity to submitting such a proposal in the future.

II. BACKGROUND

The Chicago Department of Aviation owns and operates both O'Hare and Midway International Airports, two of the most significant air transportation hubs in the United States.

O'Hare International Airport (ORD) is among the busiest and most connected airports in the world, with more than 80 million annual passengers, serving more than 180 domestic and more than 65 international destinations. It is currently undergoing a transformative capital investment program known as [O'Hare 21](#), which included the recent expansion of Terminal 5 and a new, six-story parking facility. The next phase of the airport's capital program, [ORDNext](#), is under construction and includes the new, 19-gate Concourse D, a new Concourse E, and the development of the new O'Hare Global Terminal to replace Terminal 2.

Midway International Airport (MDW) serves over 22 million annual passengers and continues to enhance the traveler experience through modernization projects and upgraded concession offerings.

As global airports increasingly adopt sponsorship and naming rights strategies, the CDA is exploring opportunities to align the City's aviation assets with strong, reputable brands in a way that enhances customer experience, reflects Chicago's innovation and global reputation, and generates sustainable non-aeronautical revenue.

III. PURPOSE OF THIS RFI

- **To Assess Interest and Feasibility** – To assess the market's appetite for naming rights partnerships and sponsorships potentially involving the Airports' infrastructure assets, including parking facilities, EV charging stations, family restrooms, children's play areas, ground transportation assets, passenger amenities and all other aspects of the Airports.
- **Determine Valuation Insights** – To obtain perspectives on appropriate valuation methodologies and comparable market benchmarks.
- **Consider Program Structures** – To identify effective partnership, operating and governance models (e.g., exclusive naming rights, co-branding, or tiered sponsorships) for creating and managing a program.
- **Innovation and Integration** – To explore creative approaches to integrate branding with passenger experiences, sustainability initiatives, and Chicago's cultural identity.
- **Market Readiness** – To understand what information, data, or conditions respondents would need to evaluate or pursue such opportunities in the future.

IV. AREAS OF INTEREST

- Assets that could be appropriate for naming rights or sponsorships (e.g., terminals, concourses, welcome centers, people-mover systems, roadway entries, or major passenger amenities). Please complete and include Table A with your response.
- Recommended operational and management structures and valuation criteria (visibility, dwell time, brand alignment, passenger demographics, etc.).
- The structure of compensation models to CDA.
- Sponsorship program models observed at other major airports or comparable public facilities.
- Potential revenue ranges or partnership durations appropriate for large-scale naming rights.
- Operational or regulatory considerations, including upfront costs, government constraints, and advertising compatibilities and/or issues.
- Key challenges, including unique problems or risks that may arise and proposed strategies to mitigate or address them.
- Methods to ensure that sponsorships maintain public trust, equity, and civic integrity.
- Historic information of prior participation of local, socio and economically disadvantaged small businesses and individual owned firms.

V. RESPONSE FORMAT AND CONTENT

- **Cover Letter** – Brief introduction to the respondent, including contact information.
- **Company/Organization Overview** – Description of your firm or entity, industry focus, and relevant experience in sponsorship, valuation, marketing, or naming rights partnerships.
- **Perspective on Naming Rights Opportunities** – Narrative response to the areas of interest above and opportunities listed on Table A.
- **Provide Case Studies or Examples** – Illustrations of relevant naming rights or sponsorship programs.
- **Additional Comments** – Any observations or recommendations to inform CDA's future planning efforts.

VI. SUBMISSION INSTRUCTIONS

- All responses are due by: Tuesday, February 17, 2026 by 5:00 pm Central Time.
- Responses must be submitted electronically in PDF format via email to:
Chicago Department of Aviation
CDASponsorshipRFI@cityofchicago.org
- Subject Line: RFI – “***Sponsorship Opportunities***”

VII. CLARIFICATIONS AND QUESTIONS

Questions regarding this RFI must be submitted in writing, via email, to the address above no later than ten (10) business days before the due date. Responses to questions, along with any clarifications or addenda, will be posted at:

flychicago.com/SponsorshipRFI

VIII. CONFIDENTIALITY

Information submitted in response to this RFI is subject to the Illinois Freedom of Information Act (FOIA), 5 ILCS 140/1. Section 7(1)(g) of FOIA provides that trade secrets and commercial or financial information may be exempt from production. Respondents who wish to designate portions of their submissions as confidential trade secrets or commercial or financial information must clearly mark those sections and provide a redacted version suitable for public release. The City will make the final determination regarding disclosure.

IX. DISCLAIMER

This RFI is issued solely for information and planning purposes. It does not constitute a solicitation, offer, or commitment by the City of Chicago or its Department of Aviation. The City is under no obligation to issue a subsequent solicitation or to compensate any respondent for preparation of materials or participation in this RFI process.

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All information submitted becomes the property of the City of Chicago and may be used to inform future strategy, policy, or procurement development.