



Sponsorship Opportunities 2019

Worcester Jazz Festival October 7 - 13, 2019



Long-Term Goal: To present a week-long International Jazz Festival that will attract 10,000+ to the City of Worcester and area businesses.

Economic Impact: Jazz Festivals have proven to provide a major economic boost to host cities: "In 2017 the Montreal Jazz Festival reported an economic impact of \$48.5m, including \$10.3m in tax revenue to the Quebec and Canadian governments" (Montreal Gazette). The 2018 Jacksonville (FL) Jazz Festival has reported a \$10m bump to area businesses during their festival" and saw 31,500 unique visitors. Of the attendees, 9,450 were from outside of Jacksonville. Attendees booked an estimated 8,120 hotel room nights." Bizjournals.com

Advertising Exposure: In addition to print, radio and targeted email exposure, the 2018 Worcester Jazz Festival social media plan reached a reported 45,647 throughout New England. Add in our Media Partner DiscoverCentralMass' 250,000 subscribers and you have one massive exposure opportunity! Get your business' name in front of 290,000+ people!

Let Us Begin the Conversation

Locations, Time and Features:

Saturday Oct 12th (rain or shine) 11:00am-6:00pm – Worcester Jazz Festival on the Worcester Common

It's a day of Live Jazz Free to the Public on the Worcester Common at City Hall in Downtown Worcester.

The 2018 festival planted the seed and featured a packed lineup of local and regional artists including international touring and recording artists The Yoko Miwa Trio and The Revolutionary Snake Ensemble, multi-Worcester Music Award Winner Dale LePage & The Manhattans, Worcester Jazz Collective, Carlos Odria Group and The NEJazz Festival AllStars.

The 2019 lineup is shaping up with international artist **The Fringe** featuring legendary saxman **George Garzone**, drummer **Bob Gullotti** and bassist **John Lockwood**, the **WPI Jazz Big Band** with special guest vocalist **Toni Ballard**; Clark University Jazz Ensemble; Worcester's own **The Russo Brothers**; and vocalist **Cobby** and her band, to name a few. We do have the opportunity to host as featured performer the critically-acclaimed Yamaha Recording Artist trumpeter **Sean Jones**, if funding allows.

Also including

- Worcester Food Trucks
- Craft and Vendor Booths
- Face Painting & Balloons for the kids
- Wine & Beer section

Worcester's Got Jazz: JazzWeek October 7th thru 13th: Paid-admission events at local venues tbd:

~ **Latin Jazz:** featuring Peruvian Guitarist Carlos Odria & the Jinga Trio Reunion

~ **A Tribute to Cole Porter: Worcester's Jazz Singers and More:** It's a Night of Vocalists celebrating the great Worcester composer and native with guest host Dale LePage, Pianist Bobby Gadoury and more!

~ **Jazz Movie Night with Preservation Worcester, WPI & Jazz History Database**

~ **Sunday October 13th Jazz Brunch** featuring local Jazz Artists



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Join Us

The initial goal of the New England Jazz Enrichment Foundation and The Worcester Jazz Festival is to become a large scale "Destination" event bringing thousands of people from throughout New England into the Worcester community celebrating the finest music, community, food and drink that New England has to offer. You have to start small to get there. Join us and grow with us.

Are you a venue or organization that would like to host a Worcester Jazz Week Festival Event?

The **Worcester Jazz Festival** (WJF) is looking to partner with a select few venues and organizations to host live jazz performances along with dinner and/or wine tasting (or whiskey tasting or beer tasting) during "Worcester Jazz Week" prior to our Free Event.

NEJEF/WJF will schedule one of our many acclaimed jazz artist (solo, duo, trio or quartet) for a weeknight evening in your venue. The event would be listed on social media and the WJF2019 program along with all pre-event advertising.

About New England Jazz Enrichment Foundation/New England Jazz Productions

The **New England Jazz Enrichment Foundation (NEJEF)** provides music opportunities and educational programs to communities and provide music scholarships to youth that see music as an avenue to better their lives and progress in their future goals.

New England Jazz Productions/NEJEF has been presenting, producing and co-producing music-related events throughout Massachusetts since 2001. Festivals and events of distinction include the **2018 Worcester Jazz Festival**, **Newton Jazz Festival 2007-2015**, **2001 Salem Jazz & Wine Festival**, the annual **Newtonville Village Day/Jazz and Street Festival** (in conjunction with Newton Pride and the Mayor's Office for Cultural Affairs which attracted an annual 3,000+), and the **2013 & 2014 JazzBoston's High School Jazz Band Showcase** at the Boston Public Library.

For more information, please visit our website www.nejef.org.



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Listing in "Where to Hear Jazz" section of program: \$100

1/8 page ad in Event Program: \$150

1/2 page ad in Event Program: \$300

Bronze Artist Sponsor: \$500 Benefits

- 1/2 page ad featuring your company name and logo on Day of Event programs.
- On stage appreciation with artist introduction.
- Facebook Photo Ad by Unleash The Lens Photography
- Your company name and logo included on donor board at event.
- Your name and Logo on all print materials (print materials are used on all web advertising).
- 10'x10' Vendor Booth Space at Day of Event
- Tickets/presence to all WJF2019 events.

Silver Artist II Sponsor: \$1,000 Benefits

- Full middle page ad featuring your company name and logo in Day of Event programs "[Your company name] Presents _____."
- Listing on worcesterjazzfestival.com and facebook.com/worcesterjazzfestival page
- Plus All Perks included in Bronze Sponsor

"The Fringe with George Garzone" Silver Artist Sponsor: \$2,000 Benefits

- Full middle page ad featuring your company name and logo "[your company name] Is Proud to Present The Fringe" in Day of Event programs and on online advertising.
- Plus All Perks included in Silver II Sponsor

Gold MainStage Sponsor: \$5,000 Benefits

"{Artist Name} will be appearing on the [Your company name] MainStage" on all advertisements plus the following:

- Full Color back inside page ad featuring your company name and logo on Day of Event programs.
- Your company name and logo included in Artist Spotlight emails leading up to the Saturday event.
- Plus All Perks included in Silver Sponsor

Platinum Jazz Festival Event Partner: \$10,000 Benefits

Your Company name, logo and full color back page ad "Worcester Jazz Festival Presented by _____" or "{headline artist name] Presented by {your company name} on all Worcester Jazz Festival advertisements including the following:

- Your Company name and logo "Presenting..." featured on On-line Webpages for event
- Your company name and logo "Presenting..." included in minimum 4 weekly invites leading up to the events.
- Your company name and logo "Presenting..." included on donor board and any banners at event.
- Plus All Perks included in Gold Sponsor



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Yes, I/my business would like to participate:

Contact Name _____

Business Name _____

Address _____ phone _____

Email address _____

I/We would like to be a Sponsor at the following level:

- ___ \$10,000 Platinum Event Partner
- ___ \$5,000 Gold MainStage Sponsor
- ___ \$2000 Silver Artist Sponsor
- ___ \$1000 Silver Artist II Sponsor
- ___ \$500 Bronze Artist Sponsor
- ___ JazzWeek Event Host: _____
- ___ WJF 1/2 Page Advertisement \$300
- ___ WJF 1/8 Pag Advertisement \$150
- ___ "Worcester's Got Jazz" Listing \$100
- ___ Other(pleasespecify) _____

Please make check payable to "The New England Jazz Enrichment Foundation" with "WJF2019" in the note section. Please mail it with this completed sponsorship form to:

The New England Jazz Enrichment Foundation
553 Sunderland Rd
Worcester, MA 01604

For questions: email: nejazz@newenglandjazzproductions.com or call: 617-564-3506 and leave a message.

Thank you for your support!

*Note: TheNewEnglandJazzEnrichmentFoundationisaregistered501(c)(3)organization. All donations are deductible to the extent of the law. A portion of the proceeds from these events may be applied to the costs associated with the administration of the Jazz Festival and for future events.