



# WASHINGTON DC JAZZ FESTIVAL



Christian McBride, Ron Blake and Terreon Gully

## 2010 SPONSORSHIP OPPORTUNITIES

**300%** growth since 2005 inception.

In 2009, **100,000** spectators attended.

Marketing audience reaches **29 Million**.



**Festivals DC, Ltd.**

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[dcjazzfest.org](http://dcjazzfest.org)

Photo Courtesy of: Ronald H. Green

Danilo Perez



Roy Hargrove



# 2010 SPONSORSHIP OPPORTUNITIES

## ABOUT THE FESTIVAL

Bebop, Blues, Swing, Latin, World, Soul, A Capella. It's all there at the DC Jazz Festival (DCJF), a soaring celebration of the music that stirs the soul. Each year, thousands of people in the Nation's Capital attend this dazzling array of performances and programs, held in the city's most lively spaces and spectacular settings.

With more than 100 performances in nearly 50 venues, the DCJF is Washington, DC's largest and most diverse celebration of the music that was born and bred in cities and towns throughout our country. From concerts on the National Mall and at the Kennedy Center, to performances at museums, neighborhood clubs, restaurants, hotels and galleries, the festival pays homage to the vitality of this rich and evolving uniquely American art form.

Under the direction of founder and executive producer Charles Fishman, and nine-time Grammy Award-winner, Artistic Advisor Paquito D'Rivera, the festival has presented such celebrated artists as Dave Brubeck, Wayne Shorter, Randy Weston, Dr. John, Mavis Staples, Poncho Sanchez, John Scofield, Harry Connick, Jr., Roy Hargrove, the Marsalis family, and Dee Dee Bridgewater, among numerous other luminaries.

But it doesn't end there. Throughout the year, the DC Jazz Festival nourishes the community with educational programs that enrich the lives of thousands of children and their families.

## REACH AND VISIBILITY

The breadth and scope of the DC Jazz Festival offers unparalleled opportunities to advance your company's brand, including:

- An annual live audience of at least 60,000, plus additional exposure to 29 million area households and visitors through extensive advertising and marketing in the Greater Washington, DC Metropolitan Area and beyond.
- Recognition at Washington, DC's most high-profile and frequently visited venues, including the National Mall, the Kennedy Center, the Harman Center for the Arts, the Phillips Collection, the National Gallery of Art, and the Lincoln Theatre, among others.
- Exposure to Washington, DC's most influential decision-makers through on-site networking at glamorous and exclusive VIP receptions.
- Connection to the nation's strongest consumers. With a median household income of \$72,800, Washingtonians are highly desirable consumers who enjoy and attend arts events.

## COMMUNITY INVESTMENT

Your support of the DC Jazz Festival is an investment in our community. Year-round programs stimulate young people to get "jazzed" about learning, and support underserved students, and young people and adults with special needs.

### Activities include:

- Free concerts and master classes for more than 5,000 DC public and charter school students.
- Free after-school programs for DC public school students and for students with special needs.
- Training for DC teachers on how to effectively integrate music into core curriculums.
- Concerts at area hospitals and health centers to help patients and families transcend the hospital experience.

## EDUCATION AND



Dave Brubeck

Ramsey Lewis

Dee Dee Bridgewater





Delfeayo, Wynton and Branford Marsalis

# WASHINGTON DC JAZZ FESTIVAL

## DC JAZZ FESTIVAL GENERAL SPONSORSHIPS

Join a distinguished circle of festival partners, and support year-round educational and entertainment opportunities by considering a general sponsorship. Categories include:

### PLATINUM \$75,000

- Corporate logo/name on selected promotional materials
- Sponsorship of two communiqués sent to the DCJF mailing list
- On-site marketing opportunities

#### Corporate acknowledgement at festival events, including but not limited to:

- Logo projected on JumboTron offering brand message exposure between performances during all-day concert on the National Mall\*\* (Eight times)
- Designated signage\*\*
- Full page ad in the DCJF souvenir program book
- Festival event privileges, including 20 tickets to choice of DCJF ticketed and exclusive concerts and VIP tickets on the National Mall

### GOLD \$50,000

- Corporate logo/name on selected promotional materials
- Sponsorship of two communiqués sent to the DCJF mailing list
- On-site marketing opportunities

#### Corporate acknowledgement at festival events, including but not limited to:

- Logo projected on JumboTron offering brand message exposure between performances during all-day concert on the National Mall \*\* (Six times)
- Designated signage\*\*
- Half page ad in the DCJF souvenir program book
- Festival event privileges, including 10 tickets to choice of DCJF ticketed and exclusive concerts and VIP tickets on the National Mall

### SILVER \$25,000

- Corporate logo/name on selected promotional materials
- Sponsorship of two communiqués sent to the DCJF mailing list
- On-site marketing opportunities

#### Corporate acknowledgement at festival events, including but not limited to:

- Logo projected on JumboTron offering brand message exposure between performances during all-day concert on the National Mall \*\* (Three times)
- Quarter page ad in the DCJF souvenir program book
- Festival event privileges, including six tickets to choice of DCJF ticketed and exclusive concerts and VIP tickets on the National Mall

### BRONZE \$10,000

- Corporate logo/name on selected promotional materials
- Sponsorship of one communiqué sent to the DCJF mailing list
- On-site marketing opportunities

#### Corporate acknowledgement at festival events, including but not limited to:

- Logo projected on JumboTron offering brand message exposure between performances during all-day concert on the National Mall \*\* (Twice)
- Logo inclusion in the DCJF souvenir program book
- Festival event privileges, including four tickets to choice of DCJF ticketed and exclusive concerts and VIP tickets on the National Mall

\*\*On the National Mall, and all Federal property, the festival is required to comply with National Park Service regulations regarding signage.

The DC Jazz Festival<sup>SM</sup> is a project of Festivals DC, Ltd., a 501(C) 3 nonprofit service organization. The DC Jazz Festival is sponsored in part with a grant from the Government of the District of Columbia, Adrian M. Fenty, Mayor; and in part by awards from the National Endowment for the Arts (NEA), and the DC Commission on the Arts and Humanities, various corporations, foundations, and individual donors. © 2009 Festivals DC, Ltd. All rights reserved.



First Lady Michelle Obama, Paquito D'Rivera, and 2009 DC Jazz Festival student performers at the White House Educational Music Series, Jazz Studio.

## DC JAZZ FESTIVAL EXCLUSIVE EVENT SPONSORSHIP

Exclusive event sponsorship offers an exciting and valuable opportunity to highlight your brand with on-site presence and networking opportunities at major Festival venues. Sponsorships can be custom crafted to meet your unique business objectives. Benefits include:

- Opportunity to serve as exclusive sponsor of event
- Recognition as exclusive sponsor on all signage, advertising, and promotional materials
- Event privileges including VIP hospitality and tent on the National Mall, private receptions, and access to artists
- Exclusive stage sponsorship, including exclusive banner sites\*\*
- Opportunity to provide company specific gifts at event
- Corporate message projected on JumboTron at critical junctures during all-day concert on the National Mall \*\*
- Ticket privileges for the Festival Gala, opening and closing concerts, and other events
- Opportunity to make remarks at event
- Website link to and from the Festival page to the sponsor's page
- Full page advertisement on inside front or back cover of Festival program
- Invitation to a Congressional reception and other special programs
- Event posters autographed by headline performers

\*\*On the National Mall, and all Federal property, the festival is required to comply with National Park Service regulations regarding signage.

## EVENT SPONSORSHIP SIGNATURE EVENTS

### Jazz on the National Mall

You can host the hippest, most rocking public party held at one of Washington DC's most famous landmarks. This star-studded free celebration beneath the Washington Monument is the biggest and best-attended event of the Festival. More than 50,000 visitors have gathered each year to see and hear world renowned jazz artists such as Wayne Shorter, McCoy Tyner, Taj Mahal, Buckwheat Zydeco, Terence Blanchard, and Irma Thomas. The DCJF JumboTron offers you the opportunity to share your messages with thousands in a dynamic and compelling format.

### DCJF Jazz Masters Concert (includes after-party)

Meet and greet DC's movers and shakers and mingle with celebrities in this all-star concert and tribute to the most legendary artists in jazz. Previous recipients include Dave Brubeck, Dr. Billy Taylor, Hank Jones, Clark Terry, Ellis Marsalis, and George Wein. This spectacular concert and moving celebration will be followed by an after-party, attended by an exclusive guest list of DC and entertainment VIPs. Past attendees include members of Congress, the Supreme Court, artists, dignitaries, and prominent figures from the business, cultural and hospitality communities.

### 2010 DCJF Roberta Flack Education Program

Help enrich the lives of more than 5,000 DC public school students from underserved neighborhoods with accessible arts programs. Your support will offer year-round student programs, including free concerts by local and nationally known jazz artists and free master classes at local performing art centers, schools, museums, and universities. The DCJF Educational

Program is named in honor of Grammy Award-winning pianist/vocalist, Roberta Flack, a Howard University graduate and former DC Public School teacher.

### Jazz 'n Families Fun Days

Engage families and children of all ages

at two free all-day events presented in partnership with the Phillips Collection. Jazz'n Families Fun Days feature dynamic entertainment, and interactive programs at which visitors can create and enjoy activities such as an instrument petting zoo, storytelling, family jazz band portraits and face-painting. Bright and lively decor and signage contribute to these festive and fun-filled days.

### Jazz in the 'Hoods Program

Spread your message to every corner of the city, at performances in more than 30 clubs, restaurants, hotels, and galleries. This core program includes more than 80 performances in every neighborhood, bringing jazz to the forefront of the city's urban vibe. Don't miss this unique opportunity to support the Festival's most diverse and enthusiastic audience.

### Opening and Closing Concerts

Help create the biggest buzz in town by sponsoring the opening or closing concert in one of DC's most popular venues. Featuring jazz masters and special guests, these events promise to launch you and your company to new heights among DC's elite cultural community. Private receptions will follow and include access to artists, high-level donors, and other distinguished guests.



For more information, please contact [sponsors@dcjazzfest.org](mailto:sponsors@dcjazzfest.org) or call 202.232.3611