

JUNE 24-25, 2022 | 2 INCREDIBLE DAYS | 2 STAGES | OVER 200 PERFORMERS



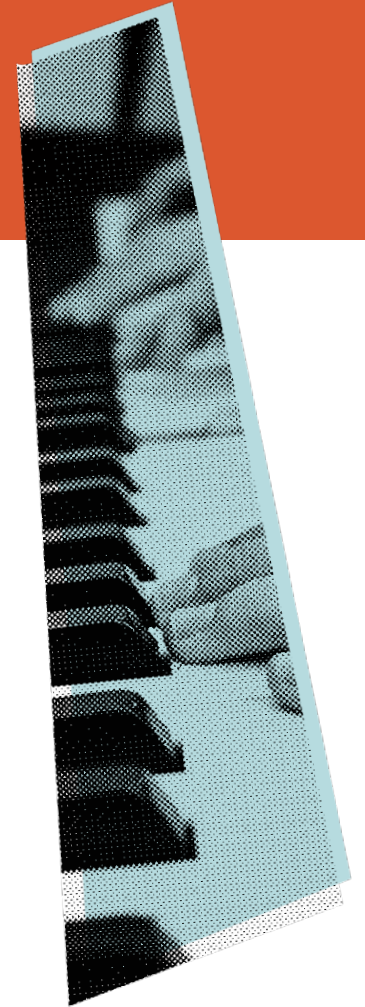
24th Annual
TWIN CITIES
JAZZ FEST

PRESENTED BY
AARP
Minnesota

SPONSORSHIP OPPORTUNITIES

FESTIVAL FAST FACTS

- Largest Free Outdoor Jazz Festival in the Upper Midwest.
- Brings in over **35,000** outdoor festival enthusiasts.
- Performance and workshop opportunities for student musicians.
- Established in **1999**, the Twin Cities Jazz Festival is a non-profit organization with the mission to promote the art of jazz.
- Over **200** local, regional, national and international performers.
- Performances on **20** stages. (This depends on the festival's ability to host indoor sessions at participating bars and restaurants.)



BENEFITS OF PARTNERING WITH TWIN CITIES JAZZ FEST

CHANNELS WE USE

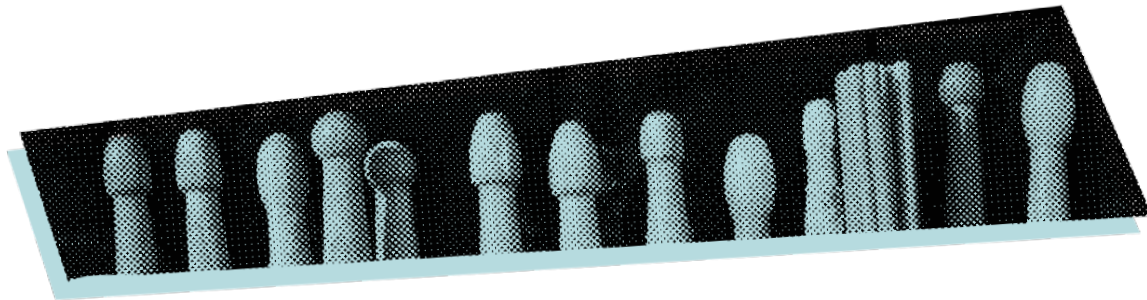
- Digital promotions
- Hospitality
- Traditional advertising
- On-site interaction
- Social Media (Facebook, Twitter, Instagram, SoundCloud, YouTube)
- Public relations



We customize a benefit packet based on your objectives and marketing budget.

- Connecting people to a once-in-a-lifetime opportunity
- Intimate connections with artists
- Customized activation activities
- Employee engagement
- Category exclusivity
- Naming of a stage
- On-site signage
- Presence in digital/social/mobile media
- Tickets and hospitality (VIP Experience/Corporate Chalets)
- Co-branded content creation
- Access to TCJF mailing list
- Broadcast ad opportunities
- Right to promote co-branded products/services
- Other creative opportunities we co-create with you

**The jazz loving audience is diverse,
engaged, and brand loyal
with a highly developed
appreciation for arts education.**

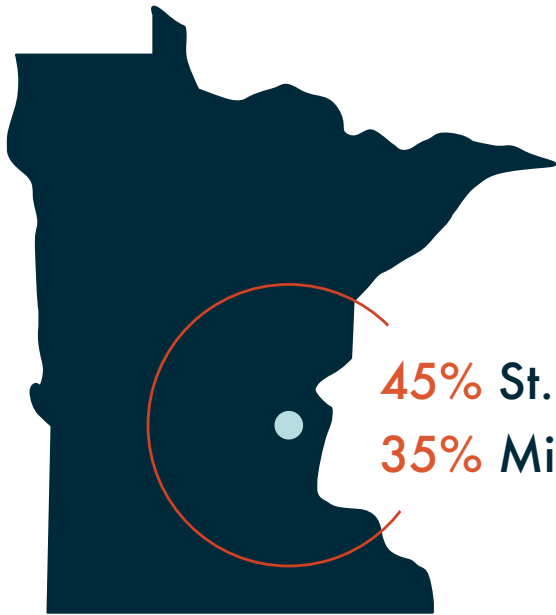


“Jazz is... An open-ended music designed for open minds.”

– Author Unknown

FESTIVAL ATTENDANCE

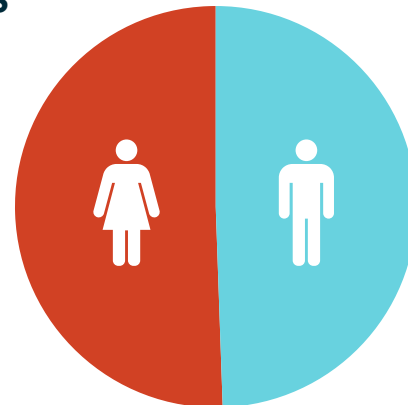
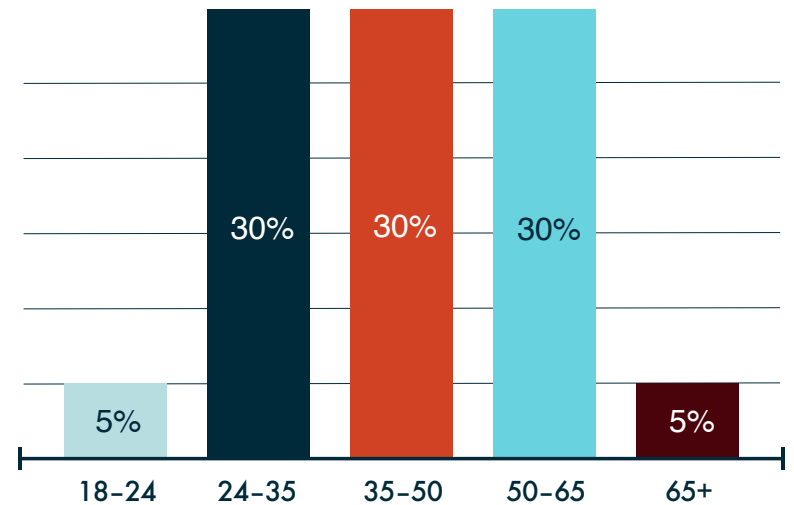
From where



45% St. Paul
35% Minneapolis

- 10% from the 7 County Area
- 5% From Outstate Minnesota
- 5% From Outside of Minnesota

Ages



Gender

49.5% Male
50.5% Female

**“Jazz is a music made by and for people who have chosen to feel good in spite of conditions.”
— Johnny Griffin**

We guarantee a sponsorship package that fulfills and maximizes your company’s main objectives through...

Effectively reaching your target market

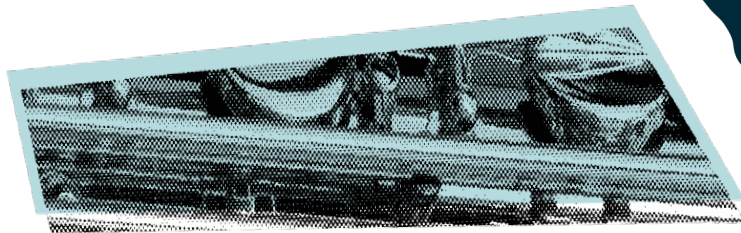
Exposure through extensive advertising/PR/Digital outreach

Producing an amazing event with incredible entertainment

Providing an exciting venue for our sponsors’ hospitality and entertainment needs

Providing a strong base for future partnership opportunities

PREEMINATE JAZZ FESTIVALS IN THE U.S.



TWIN CITIES **JAZZ** FEST

STAGES AND VENUES

MEARS PARK MAINSTAGE

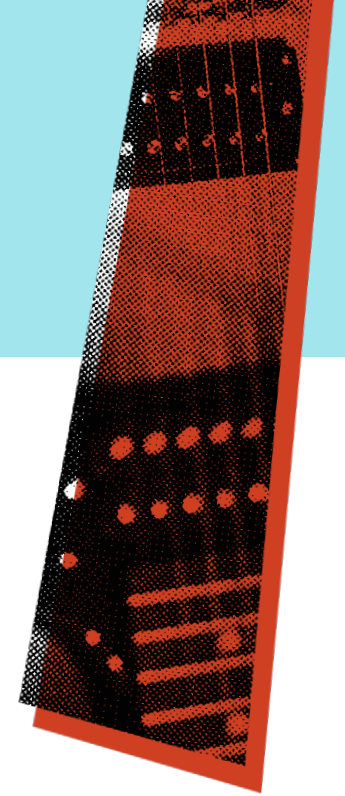
The epicenter of the Jazz Festival and the heart of Lowertown Saint Paul. This stage offers an amphitheater-like set up with plenty of room for the audience to sit in pre-set seating or to bring a picnic blanket and find a spot on the grass.

JAZZ ON 5TH STREET STAGE

Recreating the New Orleans street scene vibe, this stage creates a pop-up experience that entertains passers by and fills the area with music between mainstage acts. This stage has audiences up dancing and interacting with the performers. It's the perfect compliment to what's going on in the park.

JAZZ JUNIORS YOUTH ENGAGEMENT

At the heart of the Twin Cities Jazz Festival is a mission to create opportunities for youth who are inspired by music. With workshop, scholarship and performance opportunities, this is where family and friends gather to encourage and applaud the hard work that so many kids put in as they learn and practice their craft.



STAGES AND VENUES (CONT.)

In addition to the programmed stages, TCJF works side by side with many venues in and around Saint Paul to program smaller stages with jazz talent. As a way to feature the great eating and drinking establishments in the area, TCJF works with participating locations to program smaller stages with local jazz performers.

Overall, Jazz Festival weekend generates an additional **\$500,000** in revenue city-wide.



SPONSORSHIP LEVELS

Presenting Sponsor – \$50,000 (SOLD)

Need we say more? This sponsor is responsible for helping us host the Midwest's largest, free, outdoor jazz music festival. By helping us present this long-time marquis event, you'll send the clear message to your stakeholders that you support the community, you believe in the arts and that you are committed to keeping the Twin Cities at the top of the "must visit" spots each summer.

Mainstage Sponsor – \$20,000 (SOLD)

The epicenter of the Jazz Festival, the mainstage hosts headliners and large crowds each night of the festival. While there is plenty of music happening on stages and in clubs around the area, it's this stage that has people waiting all afternoon for a prime seat.

SPONSORSHIP LEVELS (CONT.)

Jazz on Fifth Street Stage Sponsor – \$15,000 (SOLD)

Sitting adjacent to the Mears Park Main stage, the Xcel Energy Jazz on 5th Street Experience is designed to offer music, dancing, entertainment, and education throughout the two days of the Jazz Festival. Your Company will own the corner of 5th street and Sibley.

Jazz on Fifth Street Dance Sponsor – \$7,500 (SOLD)

Your Company will sponsor the dance area near the Jazz on 5th Street Stage at the 24th annual Twin Cities Jazz Festival. The sounds of great music make people want to move! Your company will give festival attendees the chance to do just that. There is room to move all weekend at this sponsored area.



SPONSORSHIP LEVELS (CONT.)

Community Partner – \$5,000 (six available)

Help us bring a vibrant and safe downtown and Lowertown St. Paul back. As a community partner, your company will show audiences and the community at large that we all need to work together to recreate the best possible work, live, and play area possible. St. Paul is a great place to be.

Key Benefits:

- 10'x10' expo space.
- Listed on all promotional materials as a community sponsor.
- Shout out in 4 Jazz Festival ads in the *St. Paul Pioneer Press* as a promotional lead up to the festival.
- 2 social media posts prior to the Jazz Festival weekend/2 social media posts during the festival.
- 4 tickets to the VIP Hospitality area in Mears Park.
- Company and Logo listed on all signage.

SPONSORSHIP LEVELS (CONT.)

Volunteer Sponsor – \$5,000 (one available)

Your company will host the volunteer area and provide water and light snacks for volunteers.

Key Benefits:

- Listed as such on all promotional materials.
- Featured logo placement on all volunteer t-shirts.
- 2 social media posts prior to the Jazz Festival/2 social media posts during the festival
- 4 tickets to the VIP Hospitality area in Mears Park.
- Company and Logo listed on all signage

SPONSORSHIP LEVELS (CONT.)

Supporting and Expo Sponsor – \$3,000 (multiple available)

Listed along with our other sponsors as a supporter of the 24th annual TCJF.

Key Benefits:

- Company and Logo listed on all promotional materials.
- Website listing and click-through.
- 2 tickets to the VIP hospitality area in Mears Park.
- 10'x10' expo space.
- Company and Logo listed on all signage.

Visit www.twincitiesjazzfestival.com
for more information





CONTACT INFORMATION

Jean Ryan

JRI Marketing

jean@jrimarketing.com

(612) 386-1055

Mary R. Fenske

JRI Marketing

mary@jrimarketing.com

(952) 239-6566