

13TH ANNUAL
2015

TACOMA

JAZZ AND BLUES FESTIVAL

Sponsorship Proposal

SAT
JULY 25



TACOMA
Jazz
& BLUES FESTIVAL

*Presented with the help of
The Greater Tacoma Community Foundation*



TACOMA JAZZ & BLUES FESTIVAL

Mission

Our goal from the very beginning has been to put on a fantastic jazz and blues festival that celebrates this great music and our city. Beyond the day of the festival itself, we also engage in a variety of music educational support and events year round with local school music programs to help inspire the next generation of musicians.

The Tacoma Jazz and Blues Festival started off in the theater district of downtown Tacoma. As we grew and expanded the festival moved out into the city and now we have expanded the festival to include an outdoor main stage, blocking off the street, outdoor beer garden, music on that stage and in the clubs along the street. The talent includes top regional artists to nationally known artists and the festival is becoming a major destination event.

Your financial support as a sponsor is the thing that is needed to fulfill this mission. The benefits are many, the opportunity is great, and with your help, all things are possible.

We are looking forward to developing our partnership with you and to make our sponsorship package something of value and passionate support that you will be involved in for years to come.

Musically yours,

Rich Wetzel

Founder, Director, and CEO
Tacoma Jazz & Blues Festival
(253) 227-0335 | emeraldse@aol.com
www.tacomajazzandblues.org

The Tacoma Jazz Festival board members have experience as professional musicians, entertainment venue owners, in marketing and advertising and event production.

Our wonderful friends, volunteers, sponsors, and patrons bring a very heartfelt and passionate mission to showcase the wonderful city of Tacoma and to support the arts, music and music education, through your sponsorship and with the help of our non profit 501-C3 partner, The Greater Tacoma Community Foundation.



FESTIVAL *Overview*



The Tacoma Jazz and Blues Festival started in 2002 under the direction of our founder, CEO and jazz trumpeter, Rich Wetzel with the help of many musical friends. The festival has grown from the first couple years in the theater district, to downtown Tacoma and now to an even bigger event on our quest to become a major destination jazz and blues festival drawing people from all over the northwest and beyond.

We include top regional and national acts as well as some great local talent and have grown to include both an outdoor main stage, street festival with vendors, beer garden, and sponsors as well as the local clubs filled with live jazz and blues all day, Saturday July 25 2015 and into the late hours of the evening.

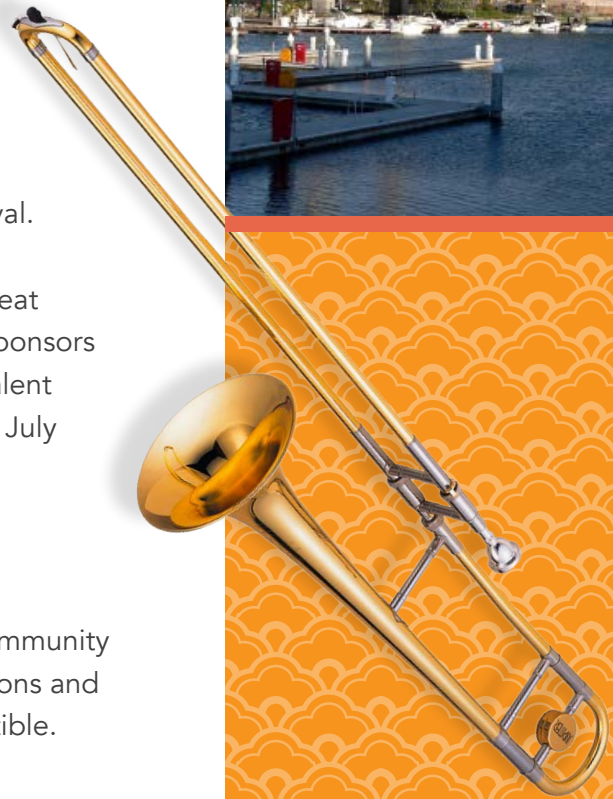
A main stage, outdoors, will feature our top artists from 1:00 p.m. to 9:30 p.m. and in the area we will have all kinds of food vendors, arts and crafts vendors, sponsor displays, and plenty of room for all the fans of the festival outdoors and at the indoor venues, to include Stonegate Restaurant and Bar and Dawson's Pub, etc.

The clubs will also have music, so all the fans will be able to move around, Similar in style to Beal Street or New Orleans jazz events . We will have one joint cover, ticket, wrist band that gets our fans into all the venues, indoors and outdoors for the day and evening of the festival.

In addition to putting on a great event to celebrate this great music and our community, as well as the businesses and sponsors that make it all possible, it is a chance to have top rated talent and all the sponsors appreciated at a great festival on late July summer day and evening.

Production assistance and top blues and jazz musicians, a well run festival by a great committee dedicated to our community, and with the help of "The Greater Tacoma Community Foundation", a non profit 501c3 organization, your donations and sponsorship is not only appreciated, but is also tax deductible.

WWW.TACOMAJAZZFESTIVAL.COM





FESTIVAL *Overview*

ESTIMATED FESTIVAL DRAW

Based on conservative estimates, we have determined that at least 5,000 people will attend the musical festivities during the course of the day and evening of the festival. Next year we anticipate 10,000 and our plans include growing bigger and better each year.

PROPOSED BUDGET

Our carefully-considered budget was created in order to provide Puget Sound area jazz and blues lovers with the highest-quality entertainment, and also to provide the maximum media exposure for a reasonable cost.

ENTERTAINMENT BUDGET

Booking fee for blues band - 2,500 each for 7 bands	\$17,500
Hotel comps for special guest - 2-night hotel stay + transportation	\$1000
Subtotal	\$18,500

MARKETING BUDGET

Earshot Jazz Magazine • Full page ad, circulation is 6000/month	\$450
Allaboutjazz.com website campaign • Provides 84,655 targeted impressions	\$800
Seattle Weekly web and print campaign	\$1500
2- 1/8 page, full color print ads +50,000 total web impressions (\$5 cpm)	
Tacoma Weekly web and print campaign	\$1250
2- 3col x 10" print ads for two weeks prior to event + web skyscraper ad for month of May	
Volcano web and print campaign	\$2600
2 1/2 page 4/c ads, web ads on both sites for month of July	
The Ranger and Airlifter	\$1600
1/2 full page 4/c ads, web ads on both sites for month of July	
Print posters & flyers	\$1150
Estimate includes 750 11"x17" full color posters and 10,000 full color 5"x7" postcards	
Facebook web ad campaign	\$600
Budget provides est. 138,000 targeted impressions; total impressions: 2.7 million	
Marketing, design, PR	\$2500
Estimate includes all design work, media relations, creation and placement of advertising, and TJBFB website updates and ticketing	
Subtotal	\$12,450
TOTAL FESTIVAL BUDGET	\$30,950



SPONSORSHIP *Opportunities*

Presented by the Greater Tacoma Community Foundation, The Tacoma Jazz and Blues Festival seeks to creatively partner with companies looking to associate themselves with a high quality event that brings thousands of music lovers together for a one-of-a-kind experience. Being a sponsor of the festival helps to support local music education for youth and adults alike. It is an effective way to reach your patrons, by introducing new products through sampling, or simply by informing the festival-goers about your company through advertising and promotion. Becoming a sponsor of Tacoma Jazz and Blues Festival can have a tremendously positive impact on any company whose products or ideas are in line with the lifestyle of our devoted festival fans.

PLATINUM TITLE SPONSORSHIP

Our Title Sponsor enjoys the **highest level of promotions** and value that the festival has to offer. The Title Sponsor shares in all decision making activities and works alongside the Turnkey team to make sure that the highest level of production is delivered. The brand of the Title sponsor is included in the name and the logo of the festival, as well as represented in all advertising and promotional materials. Being the largest partner, our Title Sponsor is vitally important to the overall success of the festival.

Your Title Sponsorship Package Includes:

- Title recognition of your company and brand for being a title sponsor of the Tacoma Jazz and Blues Festival
- Featured first in headlines of all festival advertising, newsprint, posters, hand bills, and programs
- Featured first in all online festival advertising with company links and brand logo
- Premium Vendor booth location at the festival
- Prominently featured on the Tacoma Jazz Festival website
- Company mention in all on-air media such as radio or podcasts
- Company mention on mic by artists throughout the Festival

Platinum Title Investment

\$15,000

WWW.TACOMAJAZZFESTIVAL.COM

PAST FESTIVAL SPONSORS

- Emerald Queen Casino
- Freighthouse Square
- The Harmon Brewery and Restaurant
- Varsity Grill
- Ted Brown Music
- 88.5 KPLU
- Conn-Selmer, Inc.
- Tacoma Community College
- The City of Tacoma
- The Weekly Volcano
- Alpha Multimedia Group
- Preferred Copier Systems
- Stephanie Irwin Design
- Pacific Office Automation
- Taylor-Made Printing
- IR2 Media Group, Inc.
- American Party Place
- South Sound Blues Association
- Marcinkiewicz Co. Inc.
- Northwest Jazz Profile
- Red Kelly Scholarship Fund



GOLD SPONSORSHIP

Gold Sponsors enjoy the third highest level of visibility and exposure to thousands of people throughout the festival. These partners work along with the festival team to ensure their brands are presented in the most effective way. They also assist the team in ensuring that the production meets the highest standard, thus creating the highest level of mutual satisfaction. Gold sponsors are represented in all forms of promotions and advertising for the event.

Your Gold Sponsorship Package Includes:

- Company brand will be featured in all festival advertising, newsprint, posters, hand bills, and programs
- Featured in all online festival advertising with company links & logo
- Vendor booth
- Prominently featured on the Tacoma Jazz Festival website
- Company mention on mic by artists throughout the Festival

Gold Investment \$5000

SILVER SPONSORSHIP

Silver Sponsors are offered excellent levels of product exposure at a reasonable level of investment. Their support ensures that all the finer production and promotional details for the festival are taken care of.

Your Silver Sponsorship Package Includes:

- Company brand will be featured in all festival advertising, newsprint, posters, hand bills, and programs
- Featured in all online festival advertising with company links and logo
- Prominently featured on the Tacoma Jazz Festival website
- Company mention on mic by artists throughout the Festival

Silver Investment \$3000

BRONZE SPONSORSHIP

This level of sponsorship allows smaller companies a chance to get involved with the festival and have the opportunity to promote themselves to the large audience at the festival, while providing the festival with valuable support and products.

Your Bronze Sponsorship Package Includes:

- Company name will be listed on the bottom of all festival advertising, newsprint, posters, hand bills, and programs
- Featured in all online festival advertising with company links and logo
- Featured on the Tacoma Jazz Festival website

Bronze Investment \$1800

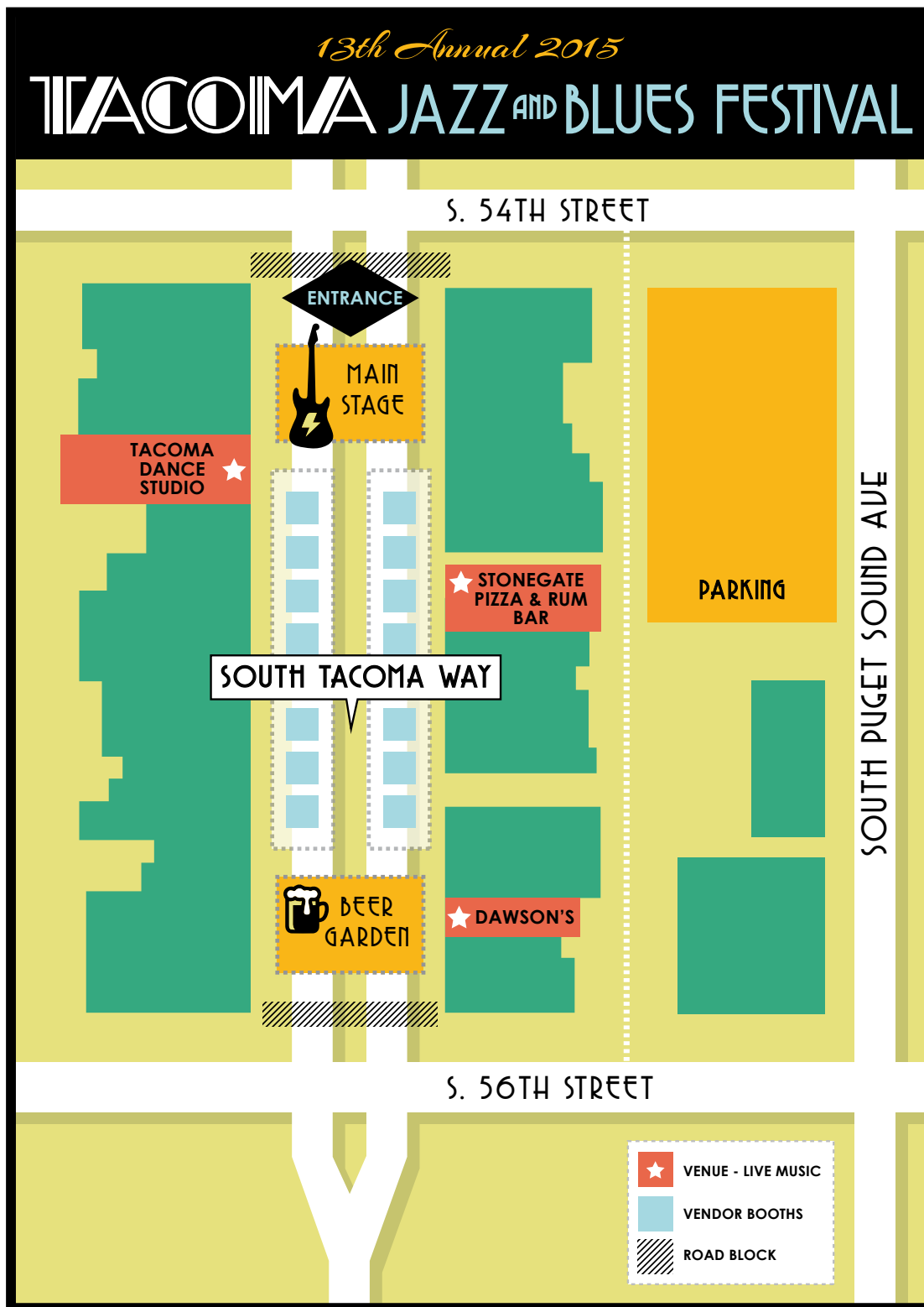


FRIENDS OF THE FESTIVAL

Individuals may sponsor the Tacoma Jazz and Blues Festival and receive acknowledgement online at the Tacoma Jazz & Blues Festival website, plus VIP seating at all the Festival concerts. (*First come, first served.*)

Friends of the Festival Investment \$100

MAP OF THE FESTIVAL





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To volunteer or for sponsor information, contact:
Rich Wetzel - Festival Director and Founder
Tacoma Jazz Festival, Tacoma Jazz and Blues Festival
phone: (253) 227-0335 | email: emeraldse@aol.com
www.tacomajazzandblues.org

