

Become a Sponsor of the Litchfield Jazz Festival

Where I fell in Love with Jazz



(Photo credit: Steve Sussman)

**17th Anniversary of The Litchfield Jazz Festival
August 10 – 12, 2012
Goshen Fairgrounds, Goshen CT**

Recent Major Awards:

- Major Grant Recipient Connecticut Commission on Culture & Tourism
- Major Grant Recipient State Department of Education, Litchfield Jazz Camp
- Recipient of Connecticut Commission on Culture & Tourism Governor's Award for Artistic Excellence, Vita West Muir Executive/Artistic Director
- One of 12 National Recipients NEA Jazz Masters Live Award
- Recipient of CMAcclaim Award, 2011

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Be part of "*one of the Top 100 Events in the US and Canada*" (American Bus Association 2009). Join forces with the Festival that boasts "*a model jazz lineup*" (NY Times) and is "*one of the best of the best*" (Jazz Times).

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Festival Sponsors Past and Present

Festival Sponsors Past and Present Include

The Connecticut Commission on Culture and Tourism

Connecticut Department of Tourism

Carmen Anthony Restaurant Group

Chamber Music America

Charlotte Hungerford Hospital

Charter Communications

Connecticut Grand Hotel

Continental Airlines

Crystal Rock Water Company

DownBeat Magazine

Hartford Magazine

Heritage Hotel

Infinity Music Hall & Bistro

Jazz Corner

Jordan Caterers

Kelley Transit

Kendall Jackson Wine Estates

Kent Chamber of Commerce

Magic Hat Brewery

Max's Catering

Mercedes-Benz

Mohegan Sun

National Endowment for the Arts

New England Foundation for the Arts

Northeast Beverage

Northwest Mutual Financial Network

Party Rentals, Ltd.

Plymouth Rock Insurance

Republican-American Newspaper

Robert Mondavi Winery

RS Berkeley Musical Instruments

Shaker's Family Ford

Shure

Steinway Piano Gallery of Westport

Verve Music Group

Webster Bank

Winvian Luxury Resort

Numerous media and radio partners.



Fest Facts

History

The Litchfield Jazz Festival (LJF) was founded in 1996 by the parent not-for-profit organization Litchfield Performing Arts, Inc. The Festival draws 4,000 - 6,000 people annually and has played host to jazz greats like *Dave Brubeck, Diana Krall, Ray Charles, Tito Puente, Wayne Shorter* and many more. In 1997 we added an educational arm, now known worldwide as **Litchfield Jazz Camp**. The camp, a residential and day program, has formed an alliance with the Kent School, where we operate a 5-week jazz intensive. The camp begins July 8, 2012. Last summer more than 400 students attended (with 1/3 receiving need-based scholarships). LJC has been called **"one of the best and most popular camps in the country."** *Jazz Improv Magazine*. Litchfield Jazz Camp students perform on the student stage at the Litchfield Jazz Festival.



Now, in its 17th year, **The Litchfield Jazz Festival** is three days of great jazz and much more. A sell-out opening night Jazz Party & Live Auction, including a Gala in the all new Sunset Lounge, is followed by two full days and nights of top-shelf jazz, artist talks, clinics, master classes by our Festival headliners, performances between Mainstage sets by our talented campers, exhibits of unique arts and crafts by area artists, and cuisine from top area restaurants and caterers. Attendees hail from New England, New York, some 30 states and abroad. The iconic jazz journal, *Jazz Times*, called LJF **"among the best of the best."**



"A summer in the Litchfield [Hills] is always green and glorious, but how much sweeter it becomes when the strains of jazz, pure and beautiful, are carried on the summer wind."

(Abigail Leab Martin, Litchfield County Times)

Fest Facts Continued...

Festival Audience Facts

Audience of all ages

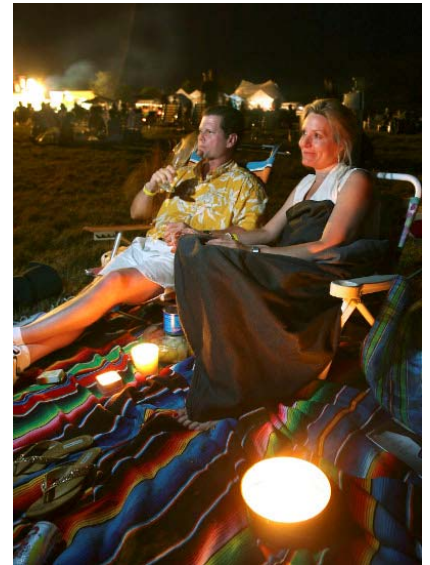
- 2%, Under 30
- 10%, 31-40 years
- 16%, 41-50 years
- 53%, 51-65 years
- 19%, 65+ years

- 57% Graduate degree of higher.
- 62% Income over \$125K
- 45% Travel 50+ miles to attend

- Geographic Area includes: 59% from CT, 27% from NY/NJ area, 13% rest of US, 1% International
- Family friendly environment: smoke-free, children under 12 free on lawn, kids craft area.

Festival Weekend Synopsis

- Begins Friday evening, Aug. 10th with Jazz Party & Live Auction. Gates open 5:00 PM and close at 11PM
- VIP ticket buyers Friday evening enjoy the additional *Gala in the Sunset Lounge* which includes complimentary drinks, gourmet cuisine, and reserved up-front seating and parking.
- Gates open at 11:00 AM on Saturday and Sunday with music from 12:00 – 9:30/10:00 PM
- Tickets are available on the lawn or under the Mainstage tent (general admission and reserved seats available). Lawn ticket buyers may bring picnics, blankets, low-rise chairs
- VIP ticket holders such as “Best Friends” and “Friends” enjoy up-front seating (BF’s receive reserved seats), and access to the Sunset Lounge all weekend with light snacks and some complimentary drinks.



Festival Attractions

2012 Lineup Information Available on Website



MAIN STAGE – A 100' cathedral tent nestled in the Litchfield hills hosts performances by our Festival headliners featuring straight-ahead jazz, Latin and avant-garde jazz, everything from jazz legends to fresh new talent.

STUDENT STAGE – A special feature of the Festival enjoyed by everybody are concerts by our talented young jazz campers. All weekend long Litchfield Jazz Camp students perform in between Mainstage acts in the Student Stage Tent. .

ARTIST TALKS, CLINICS & INTERVIEWS – Festival attendees enjoy clinics, artist talks and interviews held in our Student Stage Tent between Mainstage acts led by Festival Artist-in-Residence Gary Smulyan.

OPENING NIGHT JAZZ PARTY & LIVE AUCTION – The Friday evening party & auction kicks off the Festival weekend, all Friday attendees enjoy the festivities while our VIP ticket buyers enjoy the additional *Gala in the Sunset Lounge* with gourmet cuisine, stellar beer and wine, & VIP seats.

OFFICIAL AFTER-PARTIES AND JAMS – The party continues in area restaurants following the Festival at the official After-parties & Jams.



ART EXHIBIT - A juried fine art and craft show including jazz-themed photography, paintings, sculpture, hand-made jewelry, pottery, treats, and more.

FOOD VENDORS - a variety of food from area restaurants, including sushi, Thai, BBQ, Seafood, classic American fare, and more.

THE VILLAGE OF LITCHFIELD - Less than a half mile from the Festival grounds boasts art galleries, shops, boutiques, restaurants, antiques, B&B's and more.



Unique Sponsorship Packages

Package Descriptions

Litchfield Jazz Festival Marquee Sponsor

Cost

\$100,000

Value

\$240,000

This package entitles sponsor - with a 3 year commitment - to brand the Festival. For example, the "IBM Jazz Festival".

Marquee Sponsor Receives:

- Naming rights (e.g. The IBM Jazz Festival).
- Mainstage signage – Banner flown over stage
- Image Enhancement Booth with interactive marketing.
- Stage Time - opening night remarks and appearances across the weekend
- Entertainment Opportunities, for promotional or client use:
 - o 50 "Best Friend" Tickets (a \$17,500 value), including entrance to *Gala in the Sunset Lounge* and VIP up-front reserved seating and parking for weekend.
 - o 50 General Admission Tent Tickets for Saturday and Sunday (a \$5,500 value)
 - o 50 Lawn Tickets each day for Saturday, and Sunday (a \$2,500 value)
- Private Hospitality Tent with excellent cuisine and private bar for sponsor guests Saturday and Sunday for up to 75 guests/day
- Stage acknowledgments
- Four named scholarships for Litchfield Jazz Camp students presented on Festival stage.
- 50 Festival T-shirts
- 50 Gift Pack tote bags filled with sponsor and festival signature items
- Right of First Refusal for two years following 3-year cycle
- Festival Brochure - name and logo in 100,000 promotional brochures mailed and dropped at commercial and tourist outlets
- Program Cover - name on Festival program cover and inside front cover advertisement - distribution 40,000 through Republican-American newspaper prior to Festival and on-site to all attendees. (*Program advertisements based on availability*)
- Logo Placement in all marketing
- "Welcoming" status on all paid radio spots
- Logo on Festival home page with link
- Logo on all promotional email blasts

Litchfield Jazz Festival Presenting Sponsor

Company name precedes the Festival name. For example, "IBM presents The Litchfield Jazz Festival".

<u>Cost</u>	<u>Value</u>
\$50,000	\$155,000

Presenting Sponsor Receives:

- Presenting rights (e.g. IBM presents The Litchfield Jazz Festival).
- Mainstage signage – Banner flown over stage
- Image Enhancement Booth with interactive marketing.
- Entertainment Opportunities, for promotional or client use:
 - o 30 "Best Friend" Tickets (a \$10,500 value), including entrance to *Gala in the Sunset Lounge* and VIP up-front reserved seating and parking for weekend.
 - o 30 General Admission Tent Tickets for Saturday and Sunday (a value of \$3,300)
 - o 30 Lawn Tickets for Saturday, and Sunday (a \$1,500 value)
- Admittance into Festival Sunset Lounge for sponsor guests Saturday and Sunday for up to 30 guests/day
- Stage acknowledgments
- Two named scholarships for Litchfield Jazz Camp students presented on Festival stage.
- 20 Festival T-shirts
- 20 Gift Pack tote bags filled with sponsor and festival signature items
- Festival Brochure - name and logo in 100,000 promotional brochures mailed and dropped at commercial and tourist outlets
- Program Cover - name on Festival program cover and inside front cover advertisement - distribution 40,000 through Republican-American prior to Festival and on-site to all attendees.
- Logo Placement in all marketing
- Logo on Festival home page with link
- Logo on all promotional email blasts

Litchfield Jazz Festival Student Stage Sponsor

The Litchfield Jazz Camp, established in 1997 is *“one of the best and most popular jazz camps in the country”* – JazzImprov Magazine. The over 400 students that attend the camp are all invited to perform on a dedicated stage at the Festival. The students perform between Mainstage acts across the weekend along with master classes given by Festival headliners that are open to the public. This venue is a huge draw as people are excited to hear the next generation of jazz musicians and see and ask questions to Festival headliners in an intimate setting.

<u>Cost</u>	<u>Value</u>
\$10,000 - \$25,000	\$75,000

Student Stage Sponsor Receives:

- Naming rights for the student stage (signage, sponsor name above student stage.)
- Image Enhancement Booth with interactive marketing,
- Entertainment Opportunities
 - o 20 “Best Friend” Tickets (a \$7,000 value). Tickets include entrance to *Gala in the Sunset Lounge* and VIP up-front reserved seating and parking for weekend.
 - o 20 General Admission Tent Tickets for Saturday and Sunday (a value of \$2,200)
 - o 20 Lawn Tickets each day for Saturday, and Sunday (a \$1.000 value)
- Admittance to Festival Sunset Lounge, for 20 sponsor guests Saturday and Sunday
- Stage acknowledgements
- One named scholarship for Litchfield Jazz Camp student presented on Festival stage.
- 10 Festival T-shirts
- 10 Gift Pack tote bags filled with sponsor and festival signature items
- Festival Brochure - name and logo in 100,000 promotional brochures mailed and dropped at commercial and tourist outlets.
- Program – Back cover advertisement (based on availability) or full-page advertisement - distribution 40,000 through Republican-American prior to Festival and on-site to all attendees.
- Logo Placement in all marketing
- Logo on Festival home page with link
- Logo on all promotional email blasts

Litchfield Jazz Festival **GREEN** Sponsor

Our Green Sponsor will cover the added costs of the Jazz Festival going **GREEN** and drastically reducing our carbon emissions. These efforts include recycling of all trash generated at event (*cost \$1,000*), use of organic local produce (*cost \$2,000*), use of 100% alternative energy bio-generators to power all electric needs (*cost \$17,000*) including the Springs Center air conditioners, show generators, projection screen, and Food and Craft exhibitor power needs (400 KWS).

<u>Cost</u>	<u>Value</u>
\$10,000 -	\$45,000
\$20,000	

GREEN Sponsor Receives:

- Acknowledgement from the stage.
- Corporate Banner, hand-stitched banner hung beside Mainstage alongside other sponsor banners (vertical 3'x10')
- Entertainment Opportunities
 - o 15 "Friends of the Festival" tickets, including entrance to *Gala in the Sunset Lounge* and VIP seating and parking for opening night (a \$2,250 value)
 - o 15 General Admission Tent Tickets for Saturday and Sunday (a \$1,650 value)
 - o 25 Lawn Tickets for both Saturday and Sunday (a \$1,250 value)
- Program Book – Inside front cover ad (*if available*)
- Festival Brochure - name and logo in 100,000 promotional brochures mailed and dropped at commercial and tourist outlets.
- 15 Festival T-shirts
- Logo Placement in regional and national advertising
- Website - sponsor logo on Festival home page with link
- Email Blasts - sponsor logo featured on all promotional email blasts

Litchfield Jazz Festival Headliner Sponsor

One opportunity is available each day to sponsor that day's Festival headliner.

Headliner Sponsor Receives:

- Presenting Rights for Headlining Artist (i.e. "IBM Presents Dave Brubeck")
- Corporate Banner, hand-stitched banner hung beside Mainstage alongside other sponsor banners (vertical 3'x10')
- Entertainment Opportunities
 - o 15 "Friends of the Festival" tickets, including entrance to opening night gala and VIP seating and parking for opening night performance (a \$2,250 value)
 - o 15 General Admission Tent Tickets for Saturday and Sunday (a \$1,650 value)
 - o 25 Lawn Tickets for both Saturday and Sunday (a \$1,250 value)
- Festival Brochure - name and logo in 100,000 promotional brochures mailed and dropped at commercial and tourist outlets
- Program Book – Inside back cover ad (*if available*)
- Stage acknowledgements
- 15 Festival T-shirts
- Logo Placement in regional and national advertising
- Website - sponsor logo on Festival home page with link
- Email Blasts - sponsor logo featured on all promotional email blasts

Cost

**\$10,000 -
\$30,000**
** Depends
on artist fee.

Value

\$53,000
** Value &
items will
vary
depending
on artist
fee.

Litchfield Jazz Festival Sunset Lounge Sponsor

Sunset Lounge is the *exclusive* area for VIP & sponsor guest ticket buyers to mingle and enjoy drinks and snacks.

Hospitality Area Sponsor Receives:

- Tent Naming rights - "The ----- Sunset Lounge"
- Corporate Banner, hand-stitched banner hung beside Mainstage alongside other sponsor banners (vertical 3'x10')
- Right to provide printed materials, and signage in Sunset Lounge.
- Full-page advertisement in Festival program book distributed one week prior to the Festival to 40,000 households receiving the Republican-American newspaper and on-site to all Festival attendees.
- This package also includes logo placement in all regional and national magazine advertisements; media outlets may include DownBeat Magazine, Jazz Times, Jazz Improv, Hot House, Republican-American, Hartford Magazine, CT Business and others.
- Website - sponsor logo on Festival home page with link
- Editorial inclusion on Festival email blasts promoting Festival VIP packages and Hospitality Tent.
- Entertainment Benefits:
 - o 8 "Friends of the Festival" tickets includes entrance to opening night gala and VIP seating and parking for opening night performance (a value of \$1,200)
 - o 10 General Admission Tent Tickets for the day of your choice (a \$550 value)
 - o 10 Lawn Tickets for the day of your choice (a \$250 value)

Cost
\$8,000 -
\$10,000

Value
\$27,000

	<u>Cost</u>	<u>Value</u>
Litchfield Jazz Festival Beer And/Or Wine Sponsor		
- Exclusive distribution of beer and/or wine at Festival	\$5,000-	\$20,000-
- Sponsor donates beer and/or wine for Friday Jazz Party & Live Auction for up to 350 guests.	\$8,000	\$25,000
- Sponsor provides beer and/or wine at cost for Festival and provides staff to man booth to serve and talk about product and offer tasting if desired.	*** benefits	
- Sponsor signage on Beer & Wine tent and right to distribute product information.	varying	
- This package also includes a ½ page advertisement in the Festival program book.	according to	
- Logo on Gala invitations and Festival brochure (distribution 100,000)	size of cash	
- Link and logo on Festival website.	contribution.	
- Entertainment Benefits: (4) Tickets at the Friends of the Festival level, and (6) General Admission Tent tickets for day of your choice.		
- Cash Contribution of \$5,000. Additional exposure is available, based on size of cash contribution. Additions may include Mainstage banner, representative in VIP hospitality suite to promote product, logo inclusion on regional and national press, e-blasts etc...		

Litchfield Jazz Festival "Image Enhancement" Booth		
- Onsite promotional 10'x10' white tent in our sponsor area used to promote sponsor brand image. Tent, table, chairs (2) and linens provided by Festival, signage provided by Sponsor.	\$3,000	\$5,000
- Half page advertisement in Festival program book distributed one week prior to the Festival to 40,000 households receiving the Waterbury Republican-American newspaper and on-site to all Festival attendees.		
- Website, Sponsor logo on Festival home page with link		
- Entertainment Benefits: (2) Tickets at the Friends of the Festival level, and (8) Lawn Tickets for the day of your choice.		

Litchfield Jazz Camp Sponsorship		
- Give a student in financial need the gift of music. This sponsorship gives a needy child a 4-week residential scholarship to the Litchfield Jazz Camp. Sponsor also receives acknowledgement in the Festival program book and a link and logo on Jazz Camp and Sponsor page.	\$5,000	\$10,000

Custom Designed Stage Banner		
- Hand Stitched vertical banner 3' wide x 10' long hung on main stage for the duration of the Festival weekend. Audience members can't help but stare at this beautiful banner advertisement!!! Banners are pictured on pgs. 3 & 4. Sponsor also receives link and logo on Festival page of website.	\$5,000	\$10,000
<i>*** Banners are a lead time item. They take approximately 6 weeks to stitch. ***</i>		

Wristband Sponsor		
- Sponsor's logo and contact information is displayed on wristbands. Every Festival-goer wears a wristband some even wear them overnight if they have a 2 or 3 Day Pass. This sponsorship allows organization to directly reach every festival-goer without utilizing manpower.	\$2,500	\$5,000

Contact Information



We hope you will join us as a sponsor for the 2012 Litchfield Jazz Festival. Sponsorship of this highly acclaimed event will put you in the company of respected local and national businesses and afford you many wonderful benefits. If you wish to create a customized package, please contact us. It is very important to us that our sponsors receive the best personalized attention and receive the benefits that fit the organizational needs.

We look forward to working with you at the 17th Anniversary Litchfield Jazz Festival. Remember, it's never too early or late to make arrangements!

For more information contact:

Vita West Muir
Executive Director/Founder
Litchfield Performing Arts, Inc.
PO Box 69
Litchfield, CT 06759

Phone: (860) 361-6285

Fax: (860)361-6288

Email: vmuir@litchfieldjazzfest.com

Visit our website for more information www.litchfieldjazzfest.com