

# 35th Annual Savannah Jazz Festival SPONSORSHIPS

The Savannah Jazz Festival is a well-established, totally free, community event uniting tens of thousands of residents and tourists to enjoy the great American art form of Jazz Music in venues throughout the city, culminating with three days in Forsyth Park. The following sponsorships and advertising opportunities put you and your organization in front of local, regional, and national attendees, and some include access to the Coastal Jazz Association's Sunday Jazz and iconic Christmas Concerts for you and your associates to enjoy Jazz throughout the year! Premium sponsorships include private concerts for you to entertain your special guests and clients.

## REACH OUR WIDE AUDIENCE

Our audience is comprised of 18 to 74 year old people from diverse economic, cultural, and ethnic backgrounds, with the sweet spot being the 45 year old. In keeping with the historical roots of Jazz, this free festival unites all cultures.

Over **25,000**  
attendees

Circulation of **5,000**  
Readership of **15,000**

Placements in local **Hotels,**  
**Businesses & Airport**

Digital + Social Media  
impressions **over 150,000**

	<b>Savannah Jazz Orchestra</b> \$10,000 <i>(\$15,690 value)</i>	<b>Big Band</b> \$5,000 <i>(\$6,855 value)</i>	<b>CJA Special</b> \$3,500 <i>(\$4,735 value)</i>	<b>Cool Jazz</b> \$1,800 <i>(\$2,290 value)</i>	<b>Premium Advertiser Benefits</b> \$2,500
	<b>Premium Ad</b> <i>(inside front / back)</i>	<b>Full Page</b>	<b>Full Page</b>	<b>Full Page</b>	<b>Premium Ad</b> <i>(inside front / back)</i>
<b>Festival Program Ad</b>					
<b>Festival Promotional Partner</b> Logo on marketing material	✓	✓	✓		
<b>Festival Website &amp; Social Media</b> Listings and call outs	✓	✓	✓	✓	✓
<b>Festival VIP</b> VIP Tent access, Friday & Saturday	✓	✓	✓	✓	✓
<b>Festival Parking Passes</b>	4	3	2	1	1
<b>Festival T-Shirts</b>	10	6	6	5	5
<b>Festival Stage Mention</b>	3	3	1	1	—
<b>Named Scholarship</b>	1	—	—	—	—
<b>CJA Trio Private Concert</b> Entertain guests & clients or use for a charity event.	1	—	—	—	—
<b>Sunday Jazz Tickets</b> Set of 9 tickets	20	10	10	—	—
<b>Sunday Jazz Program Ad</b>	3	1	1	1	—
<b>Christmas Jam Tickets</b> Tickets to the 41st annual Christmas concert & Jam Session on December 25th, 2016	10	6	4	—	—
<b>CJA Couples Membership</b> Free admission to Sunday Jazz concerts for 1 year	4	3	1	—	—