



guelph  **JAZZ** festival

**2011**  
*sponsorship  
opportunities*

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*"Guelph's ... reputation  
as the hippest place on  
the Canadian jazz scene  
is now assured."*

**- Matt Galloway  
NOW Magazine**

# *sounds provocative*

## **With our sponsors, we share these values:**

- ▶ original thinking and original work
- ▶ risk-taking
- ▶ innovation and new knowledge

*We believe that original and challenging art inspires excellence.*

## **The Festival**

- ▶ Presents artists not often heard at other jazz festivals;
- ▶ Holds a one-of-a-kind educational colloquium running for three days within the Festival, featuring intimate workshops, panel discussions, and keynote talks;
- ▶ Regularly commissions new works, including the extraordinary jazz fairy tale *In Place of Wishes*, the widely celebrated jazz opera *Québécoisité*, the multi-media jazz opera *Passages*; and in 2009 the Outstallation *Three Parades*
- ▶ Is frequently reviewed in international, national, and regional publications.

## **Growth**

The Guelph Jazz Festival has experienced tremendous growth over 16 years. The original budget of \$12,000 has expanded to more than \$500,000 annually, and the original attendance of 1,000 audience members now exceeds 13,000.

*Dates of the 2011 Guelph Jazz Festival*

**September 7–11, 2011**

# media exposure

**The Guelph Jazz Festival offers excellent opportunities to promote your business or brand to your desired market. Please note that the degree of exposure is dependent on the sponsorship level.**

- ▶ expose your brand to a loyal audience of over 14,000 festival-goers
- ▶ reach hundreds of thousands more who are exposed to the Festival and your brand through our marketing program

## Festival Media

- ▶ **POSTER** 1,000 highly visible posters placed throughout Guelph, Kitchener-Waterloo, Cambridge, and Toronto
- ▶ **PROGRAM** 4,000 programs distributed throughout Guelph, Kitchener-Waterloo, Cambridge, Toronto, and at the Festival
- ▶ **POSTCARDS** 15,000 postcards distributed throughout Ontario Tourism Outlets, jazz clubs and venues in Ontario, Québec, British Columbia, New York, and Chicago, Canadian and US Jazz Festivals, and other spots where jazz fans congregate
- ▶ **ON-SITE SIGNAGE** throughout the Festival or at targeted performances

## Print Advertising

The Guelph Jazz Festival provides visibility to top-level sponsors in key print media locally, nationally, and internationally including:

- ▶ Toronto Star (Ontario)
- ▶ The Globe and Mail (Canada)
- ▶ Guelph Mercury & Guelph Tribune (Guelph)
- ▶ The Record (Kitchener-Waterloo)
- ▶ NOW Magazine (Toronto)
- ▶ ECHO Weekly (Kitchener-Waterloo, Cambridge, Guelph)
- ▶ Exclaim! (Canada)
- ▶ CODA (Canada)
- ▶ Cadence (USA)
- ▶ Musicworks (Canada)
- ▶ Off the Shelf (Guelph)
- ▶ DownBeat (USA)

## Radio

- ▶ Via broadcasts and promotion on CBC Radio One and Two, CFRU, CKLN, CIUT and JAZZfm, the festival provides exposure throughout Guelph, Kitchener-Waterloo, Cambridge and the GTA.

## Web site & email

- ▶ Put your logo onto our newly-redesigned website, with hundreds of visitors a day in the pre-festival period.
- ▶ Reach an international audience, with visitors from around the world to our site.
- ▶ Our InBox Marketer email broadcasts reach thousands of screens with viral marketing messages.

## Publicity campaign

- ▶ Our sponsors receive the benefit of our publicity campaign, which produced over 20 articles and editorial placements in newspapers and magazines in 2009.
- ▶ Be profiled at the Festival's Official Launch Party.

## Hospitality

- ▶ Take advantage of the Guelph Jazz Festival to host clients, recognize your staff and introduce your business to potential customers.
- ▶ Entertain clients with hospitality VIP events
- ▶ Participate in cross-promotional opportunities with co-sponsors.
- ▶ Provide employee incentives and reward employee service.

# sponsorship levels

*Increase your brand exposure among an educated and mobile audience. Each sponsorship is a unique agreement that can be tailored to meet your company's needs. Below are the details of benefits according to level. Our goal is to build successful, long-lasting partnerships that add value to the sponsorship relationship.*

## **Festival Sponsor \$1,000**

- ▶ Mention at Festival performance
- ▶ acknowledgement in Festival program
- ▶ Website exposure with logo visibility
- ▶ Logo visibility at Festival launch event
- ▶ 2 pairs of tickets to the show of your choice

## **Official Sponsor \$2,000**

- ▶ Mention at Festival Performance
- ▶ ¼-page advertisement in Festival program
- ▶ Website exposure with logo visibility
- ▶ Logo visibility at Festival launch event
- ▶ On site-logo visibility
- ▶ 4 pairs of tickets to the show of your choice

## **Major Sponsor \$5,000**

- ▶ Named sponsor at Festival Performance
- ▶ Logo on Festival poster
- ▶ ½-page advertisement in Festival program
- ▶ Website cross-promotional opportunities with high visibility logo
- ▶ Logo visibility at Festival launch event
- ▶ On-site logo visibility
- ▶ 6 pairs of Festival tickets

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*"The Guelph Jazz Festival is staking a claim to be the front-runner in presenting innovative jazz and creative music."*

**– Geoff Chapman**  
**Toronto Star**

# e benefits

## ▶ Director of Development & Marketing

Anastasia Ziprick

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### Lead Sponsor \$10,000

- ▶ Named sponsor at Feature Festival Performance
- ▶ Logo on Official Festival T-Shirt
- ▶ Logo featured on Festival poster
- ▶ Full page advertisement in Festival program
- ▶ Website cross-promotional opportunities with high visibility logo
- ▶ Logo visibility at Festival Launch event
- ▶ On-site logo visibility
- ▶ 10 pairs of Festival tickets

### Associate Sponsor \$25,000

Associate sponsorship includes all the benefits listed at right, plus:

- ▶ Named sponsor ("In Association with...") for signature event
- ▶ Premium full-page advertisement in Festival program
- ▶ Website cross-promotional opportunities with high visibility logo

### Title Sponsor \$50,000

Title sponsorship offers the greatest visibility and the highest level of recognition in all media and at all Festival events. Your name and logo will be featured on all marketing and promotional materials year-round. Title sponsorship includes all the benefits listed at right, plus the following benefits:

- ▶ Name and logo on Festival letterhead
- ▶ Name and logo on Festival tickets
- ▶ Company name included in Festival office telephone greeting
- ▶ Mention in all media releases
- ▶ Full-colour outside back cover of Festival program
- ▶ Full-page Sponsor Greeting in Festival program
- ▶ Personal poster for your offices recognizing sponsorship support
- ▶ Festival Passes or tickets for corporate use
- ▶ Website cross-promotional opportunities with high visibility logo

*"... the most determinedly contemporary event of its kind in the country."*

– The Globe & Mail

### Title Sponsor & Associate Sponsor benefits

- ▶ Mention at all Festival events and concerts
- ▶ Logo on Official Festival T-Shirt
- ▶ Premium on-site logo visibility
- ▶ Name and logo featured on Festival poster
- ▶ Mention at all off-season events
- ▶ Name and logo on print, radio and TV ads
- ▶ Name and logo on outdoor banners and pole banners
- ▶ Feature at Festival launch event

# audience profile

*As one of Guelph's primary arts organizations, the Festival draws 15,000 people over five days with exceptional opportunities to market your company to an informed and diverse community.*

## Total 2010 Festival attendance

**13,000**

### Jazz audience demographics ...

**67%** Have graduated from a four-year university program

**94%** Use the Internet on a regular basis

**58%** Have monthly credit card purchases in excess of \$1,000

**79%** Are comprised of CEO/Business Owners, Physicians, Sales/Marketing Professionals, Executive Management, Educators, Consultants, Lawyers, Internet Professionals, Musicians and Students

**48%** Have traveled outside Canada in the last three years

**70%** Of households own two or more automobiles

*Data from Jazz Times magazine*

### Per capita spending during festival

▶ Guelph and local audience: **\$50**

▶ Out of city audience: **\$155**

▶ Out of province or country audience: **\$555**

### Audience age groups

▶ Under 15 years: **5%**

▶ 16–25 years: **27%**

▶ 26–35 years: **17%**

▶ 36–45 years: **16%**

▶ 46–55 years: **24%**

▶ 56–65 years: **7%**

▶ over 65 years: **4%**

### Years of attendance

▶ First year: **34%**

▶ 2–3 years attending: **30%**

▶ 4+ years attending: **36%**

▶ Average number of repeat years attending: **4.8 years**

*Data from an in-house Guelph Jazz Festival survey, September 2005*

*“Guelph can safely be put up ... as one of the world's small, out-of-the-way creative music metropolises.”*

– Greg Buium

Down Beat Magazine (US)

# contact us!

▶ **Director of Development & Marketing**

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Charitable Registration No. 89818 0294 RR0001

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*"An essential stop on the North American festival circuit for lovers of creative improvised music.*

**– Mike Chamberlain  
The Wire (UK)**

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*"Canada's headquarters of all that's subversive, spaced-out, provocative, mind-boggling, baffling and unsettling – if not downright dangerous – in jazz and improvised music ..."*

**– Geoff Chapman, Toronto Star**



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