

A man with long, light brown hair and bangs is shown in profile, looking towards the right. He is wearing a black leather jacket over a dark shirt. He is holding a light-colored electric guitar, with his hands positioned on the fretboard and strings. The background is a soft, out-of-focus grey.

BALLARD JAZZ2016 FESTIVAL

MAY 11-14/2016

SPONSORSHIP PACKAGE



2016 BALLARD JAZZ FESTIVAL

The 2016 Ballard Jazz Festival is quickly coming together and we're excited to be able to continue our decade-long relationship with Seattle businesses and civic groups in producing one of the Northwest's truly unique cultural events.

Started in 2003 to highlight the thriving neighborhood of old town Ballard and Seattle's world-class jazz musicians, the Ballard Jazz Festival quickly grew into an internationally recognized festival featured worldwide in print and web publications. Our program for this season promises to continue on that path with more music than ever as we further our relationship with two uniquely Ballard institutions - the Nordic Heritage Museum and the Leif Erikson Hall.

For a week in May, all eyes and ears will focus on Ballard. Through attention from local jazz radio and features in local print and TV media, it is the community of Ballard that shines by their support of the festival and it benefits from over 2000 attendees arriving for dining, shopping, music and mingling, along with the increasing number of out-of-state tourists who have made the Festival a destination event. In addition to all of the auxiliary spending by our attendees, 70-85% of festival revenue is pumped directly back into the local economy.

With the support of our business and civic partners, we expanded from 2003's single night Jazz Walk with six clubs, to four days of music involving 15 performance venues, concerts, educational events, and more recently, the very popular jazz pancake breakfast. That many of our sponsors have been on board since the beginning is extremely gratifying, and together, we have created a unique and exciting event that the community can take great pride in.

Please take a moment to review the Sponsor Package and consider joining us as a sponsor of the Ballard Jazz Festival.

"Not all festivals improve with age, but the Ballard Jazz Festival is an exception...[it] has become a distinct and essential event."

- THE STRANGER





2016 SCHEDULE OF EVENTS

“... the Ballard Jazz Festival has become one of the most popular and lively jazz events of the year.”

- THE SEATTLE TIMES



Wednesday, May 11, 2016 - Brotherhood of the Drum

Four of the Northwest's top drummers lead groups at Conor Byrne Pub. This sold-out event is always a fan favorite.

Thursday, May 12, 2016 - Guitar Summit

Following the format of the Brotherhood of the Drum, this event will showcase a wide array of guitarists.

Friday, May 13, 2016 - Ballard Jazz Walk

Jazz takes over downtown Ballard as we present 17 groups in 12 venues all for a single ticket price. The most recognizable event of the festival brings together all styles of jazz and a New Orleans atmosphere with listeners pouring from club-to-club making this a truly one-of-a-kind event.

Saturday, May 14, 2016 - A Full Day of Jazz!

11:00am - Swedish Pancake Jazz Brunch

On Saturday, we kick off a full day of events at the Nordic Heritage Museum with the Swedish Pancake Jazz Brunch and a classic Volvo and Saab car show.

7:30pm - Mainstage Concert

The crown jewel of the festival, we welcome international jazz artists to Ballard at our Mainstage Concert at the Nordic Heritage Museum.

The “coolest neighborhood in the world”



“...what struck me was the level of community involvement and pro-activity for the arts: in corporate sponsorship, national and local artist participation both professionally and academically, citizen attendance; and the positivism of all involved. Although not surprising for Seattle, the Ballard Jazz Festival was simply a really wonderful time ...”

- JAMBASE.COM

“The Ballard Jazz Festival events combined to create a glowing sense of pride in a community aflutter with first-time festival success stories - a sense of pride not lost on the out-of-towners. The headliners openly praised festival presenters John Bishop and Matt Jorgensen of Origin Records and the Ballard Chamber of Commerce.

- ALL ABOUT JAZZ.COM

In 2003, after five years of running Origin Records, drummers John Bishop and Matt Jorgensen had an idea for a jazz festival in downtown Ballard.

“I always thought this was the coolest neighborhood in the world, and after moving back home to Seattle after 10 years in New York City I knew it was the right time to create something here,” said Jorgensen.

Originally presented as a one night event during the three-week Earshot Jazz Festival, the curating responsibilities were given to Bishop and Jorgensen to create an event that featured musicians from the thriving regional jazz scene. At that first event were members of the Ballard Chamber of Commerce who jumped at the chance to partner with the duo and create their own festival in Ballard. The following November, the Ballard Jazz Festival was born as a one night event featuring a concert with New York artists, The Brian Blade Fellowship and the Vincent Herring Quartet, and a Jazz Walk with five venues on Ballard Avenue.

Since then, the Festival has expanded to five events over four days, the Jazz Walk has grown to over 12 venues and jazz artists from Paris, New York, Los Angeles, Detroit, Chicago and more have made the journey to Ballard. More importantly to Bishop and Jorgensen, each year they feature over 80 regional jazz artists who are critical to the health and vitality of the Northwest art scene. As Bishop says, “These are musicians who are playing around town every week and to be able to give them the spotlight is highly rewarding.”

Their efforts have not gone unnoticed. In 2008, Origin Records was presented with HomeStreet Bank’s “Great Neighbor, Great Business” Award for their work in presenting the Ballard Jazz Festival. On the artistic side, Festival concerts have been nominated for four “Golden Ear Awards” for Northwest Concert of the Year, winning in 2005 for the Joe Locke / Geoffrey Keezer Group’s performance. A recording of the concert became a critically acclaimed international release for Origin Records with videos of the event viewed by tens of thousands around the world.

It is a labor of love to plan and execute the festival each year. Bishop, Jorgensen, and assistants Chris Icasiano, Devin Lowe and Peter Daniel, along with a dedicated group of volunteers and sponsors have defied the odds at every step, but in the end, music and community always win out and they look forward to filling Ballard’s streets with jazz far into the future!



John Bishop and Matt Jorgensen accepting the “Great Neighbor, Great Business” Award from HomeStreet Bank



DEMOGRAPHICS AND MEDIA

The Ballard Jazz Festival pulls in an audience from throughout the Northwest from Vancouver, BC to Portland, OR. More recently, we've started seeing an increase in jazz tourism with people traveling from across the U.S. and internationally to attend the festival.

By sponsoring the festival you can expect to reach an audience that is:

- **College educated**
- **Earns over \$50,000/year**
- **Active listener of radio**
- **Engaged in community events**
- **Willing to travel to seek out their interests**
- **Website savvy**

Press Sponsorship, Coverage & Advertising:

- Previews of the festival have appeared in **The Seattle Times**, **The Seattle PI**, **Ballard News Tribune**, **MyBallard.com**, **Queen Anne/Magnolia News**, **AllAboutJazz.com**, **JamBase.com**, **The Seattle Weekly** and **The Stranger**.
- Festival profiled on **ArtZone with Nancy Guppy** (April 2014)
- Festival profiled on **KING 5 Morning News** (April 2007 and 2008)
- The Ballard Jazz Festival has aired 70-90 television commercials airing on **CNN**, **MSNBC**, **VH1**, **BETJazz** and **Comedy Central** throughout the region with an emphasis on north and central Seattle.
- Festival artists and producers are interviewed on **KUOW**, **KPLU** and **KBCS** to promote the festival and the community.
- Reviews of the festival appeared nationally in **JazzTimes** and **Modern Drummer** magazines and the festival was featured in a story on **MSNBC** about international jazz festivals. Local reviews have appeared in **The Seattle Times**, **The Seattle PI**, **Ballard News Tribune**, **All About Jazz/Seattle**, **JamBase.com**, **The Seattle Weekly** and **The Stranger**.
- **1000 posters** and **10,000 postcards** were displayed around Seattle for the month leading up to the festival.
- **Seattle Jazz Scene** magazine runs the entire festival program in the issue leading up to the festival. SJS has a circulation of **6000 copies** delivered to **150 outlets** around Seattle and Bellevue.



SPONSORSHIP OPPORTUNITIES

Since 2003, the Ballard Jazz Festival has built long-lasting partnerships with Ballard and Seattle businesses. It is with this support that we have expanded from a single night to a four-day event.

Title Sponsor - \$10,000

- Naming rights to the festival - "The Bank of Music-Ballard Jazz Festival"
- Logo at the top of the festival website, poster, cards and all signage
- Full page ad in festival program
- Tickets to all events
- Sold to one (1) company

Ballard Jazz Walk Sponsor - \$5,000

- Add your company's name to the title of the hugely popular Jazz Walk
- Presence at 12 venues located throughout downtown Ballard (with at least 6 all ages venues)
- Logo atop 12, 6' high double-sided Jazz Walk venue banners
- Logo on festival website, poster, cards and all signage
- Half-page ad in festival program
- Sold to one (1) company

Mainstage Concert Sponsor - \$3,000

- Host our Mainstage Concert at the Nordic Heritage Museum
- Logo displayed at the Nordic Heritage Museum
- Logo on festival website, poster, cards and all signage
- 1/3 page ad in festival program
- 10 tickets to all events
- Sold to two (2) companies

** Ad sizes are subject to change.*

www.ballardjazzfestival.com

Give back to your valued customers and employees!

Each sponsor receives passes to Ballard Jazz Festival concerts. These can be used to highlight your participation in this community-funded event

- Offer tickets to your valued customers
- Give your employees a night on the town
- Donate tickets to attendees who might not be able to afford tickets
- Show your businesses dedication to Ballard!

Jazz Walk Venue Sponsor - \$1,200

- Logo prominently displayed on 6' high double-sided Jazz Walk venue banner
- Logo on festival website, poster, cards and additional signage when possible
- Listed as "sponsored by" under Venue/Artist detail on website
- 1/6 page ad in festival program
- 10 tickets to Jazz Walk
- Sold to 12 companies

Jazz Brunch Sponsor - \$1,200

- Same as "Jazz Walk Venue Sponsor" except logo on smaller banner
- 10 tickets to Jazz Brunch
- Sold to 2 companies

Advertising Sponsor - \$500

- Logo on festival website
- 1/8 page ad in festival program (business card size)
- Sold to 25 companies
- 2 tickets to Jazz Walk or Mainstage Concert

Patron / Small Business - \$300

- 2 tickets to Jazz Walk
- Logo and website address in our festival program

Sponsorship opportunities also available for Brotherhood of the Drum and Guitar Summit

2016 BALLARD JAZZ FESTIVAL

S P O N S O R S H I P F O R M

Company Name: _____

Contact: _____ **Date:** _____

Phone: _____ **email:** _____

Address: _____

- | | |
|--|---|
| ☐ Festival Title Sponsor (\$10,000) | ☐ Advertising Sponsor (\$500) |
| ☐ Mainstage Concert Sponsor (\$3,000) | ☐ Patron (\$300) |
| ☐ Jazz Walk Title Sponsor (\$5,000) | ☐ Restaurant Guide (\$150) |
| ☐ Jazz Walk / Brunch Venue Sponsor (\$1,200) | |

For best placement and to be sure your name or ad is included in all possible promotional pieces, please return this form promptly.

CONTACT: sponsor representative Matt Jorgensen at 206-579-7471 or matt@ballardjazzfestival.com

Please make checks payable to:
ORIGIN MUSIC PRODUCTIONS, LLC
14720 26th Ave NE
Shoreline, WA 98155
phone: 206-579-7471
tickets@ballardjazzfestival.com

For information ad/logo submission and formatting, please contact:
MATT JORGENSEN - matt@originarts.net or 206-579-7471

Thank you for your support!