



**BALLARD  
JAZZ 2018  
FESTIVAL**

MAY 16-19/2018

**SPONSORSHIP PACKAGE**



# 2018 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



The 16th edition of the Ballard Jazz Festival is quickly coming together for May 16-19th, with some exciting changes that will add a new dynamic to an event that is already one of the Northwest's truly unique cultural experiences.

After 10 years of partnering with the Nordic Heritage Museum to present the festival's Mainstage Concert, we now move into their state-of-the-art, \$47 million museum and cultural center, located in the heart of Ballard. The soaring concert hall with flawless acoustics will double our capacity and elevate our audience's experience for the foreseeable future. We are excited!

Started in 2003 by Seattle's own Origin Records, the festival sought to highlight the thriving neighborhood of old-town Ballard and Seattle's world-class jazz musicians. Quickly growing into a 4-day, internationally-recognized festival, the mission hasn't wavered over the years as the label, the neighborhood, and the musicians have all risen in international stature. The 2018 version only adds to that portfolio as we invite artists from Sweden, Germany, New York and beyond to experience jazz, Seattle-style.

Through attention from regional jazz radio and features in local print and TV media, the community of Ballard shines from its support of the festival as it benefits from over 2000 attendees arriving for dining, shopping, music and mingling, along with a contingent of out-of-state tourists who have made the Festival a destination event. In addition to all of the auxiliary spending by our attendees, 85% of festival revenue is pumped directly back into the local economy.

Through the support of our business and civic partners, the festival has gone from a single night Jazz Walk with six clubs, to four days of music involving 100+ performers, 15 venues, concerts, and more. 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 in which the community continues to take great pride.

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



# 2018 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 16, 2018: Celebration 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 17, 2018 - Guitar Summit**

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

## **Friday, May 18, 2018 - Mainstage Concert**

This year presented in partnership with the grand opening of the new Nordic Museum building, we welcome international jazz artists to Ballard at our Mainstage Concert at the Nordic Heritage Museum. This year we present New York drummer Clarence Penn and Penn Station along with Swedish pianist Oskar Stenmark.

## **Saturday, May 19, 2018 - Ballard Jazz Walk**

Jazz takes over downtown Ballard as we present 20 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.

# 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

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 2003, the Ballard Jazz Festival was born as a one day event, featuring clinics and workshops for dozens of jazz students, performances by area High School jazz bands, a headliner concert with New York artists: The Brian

Blade Fellowship, the Vincent Herring Quartet, and Nancy King, concluding with music into the late night with a Jazz Walk along Ballard Avenue.

Since then, the Festival has expanded to four days with the Jazz Walk growing to 12 venues and jazz artists from New York, Los Angeles, Paris, Detroit, Barcelona, Chicago and more making the journey to Ballard. More importantly to Bishop and Jorgensen, each year they feature over 100 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 the region 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.



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

“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

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 large, dedicated & energized 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 playing their part in keeping Ballard a vital cultural oasis far into the future!



# DEMOGRAPHICS AND MEDIA

Besides its core Seattle audience, the Ballard Jazz Festival draws from cities all along the I-5 corridor, from Vancouver, BC to Eugene, along with a steady growth among jazz tourists - people traveling from across the U.S. and internationally to attend the festival.

By sponsoring the festival you can expect to reach a wide-ranging audience made up of:

- **College educated professionals**
- **Earning above-average wages**
- **Actively engaged with community media**
- **Consumers of local, quality businesses**
- **Willing to travel to seek out their interests**
- **Tech savvy**

[www.ballardjazzfestival.com](http://www.ballardjazzfestival.com)

## Press Sponsorship, Coverage & Advertising:

- Previews of the festival have appeared in The Seattle Times, The Seattle PI, The Seattle Weekly, The Stranger, CityArts, Ballard News Tribune, MyBallard.com, Queen Anne/Magnolia News, AllAboutJazz.com, AXS, and JamBase.com.
- Seattle Jazz Scene produces a full-sized, 24-page newspaper devoted to the festival in May's issue. 6,000 copies are delivered to 150 outlets around Seattle, and it's delivered digitally to thousands of former attendees and music fans.
- 1,000 posters and 10,000 postcards are displayed around Seattle and handed out by artists doing street performances at farmer's markets and other events leading up to the festival.
- Festival artists and producers are interviewed on KUOW, KNKX and KBCS to promote the festival, and there's often been added coverage through ArtZone with Nancy Guppy, KING 5 Morning News, and others.
- Reviews of the festival have 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, The Seattle Weekly, The Stranger, and numerous other publications.



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.

### 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!

# SPONSORSHIP OPPORTUNITIES

## 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

## 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

## 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 Celebration of the Drum and Guitar Summit***

*\* Ad sizes are subject to change.*

[www.ballardjazzfestival.com](http://www.ballardjazzfestival.com)

# 2018 BALLARD JAZZ FESTIVAL

## SPONSORSHIP FORM

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

Address: \_\_\_\_\_

- |   |   |
|---|---|
| <input type="radio"/> Festival Title Sponsor (\$10,000)   | <input type="radio"/> Advertising Sponsor (\$500) |
| <input type="radio"/> Mainstage Concert Sponsor (\$3,000) | <input type="radio"/> Patron (\$300)              |
| <input type="radio"/> Jazz Walk Title Sponsor (\$5,000)   | <input type="radio"/> Restaurant Guide (\$150)    |
| <input type="radio"/> Jazz Walk 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](mailto: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](mailto:tickets@ballardjazzfestival.com)

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

*Thank you for your support!*