

**Become a Sponsor
of the**

New England Jazz & Blues Festival

*Where Families Come For Jazz & Blues
And A Day In The Park*

**The Inaugural New England Jazz & Blues Festival
June 18 & 19, 2011
Quassy Amusement Park, Middlebury CT**

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This is your opportunity to be part of one of the Top Events in the US and Canada. Join forces with the Festival that boasts a show designed for music lovers and families.

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2011 Artist Lineup Information

Nicole Zuraitis Group

Chris Brubeck & Triple Play

Kal David

Caribbean Jazz Project

**James Montgomery & The Uptown Horns
with Special Guests James Cotton and Brad Whitford**

Ali Ryerson Quintet

Elvin Bishop Group

The Trio of OZ featuring Rachel Z and Omar Hakim

Roomful of Blues

The Fabulous Thunderbirds featuring Kim Wilson

Festival Attractions

Festival Main Stage STAGE - featuring the top names in jazz, latin and blues from legends to fresh new talent.

B STAGE - featuring impressive performances by some of the top area musicians.

OFFICIAL AFTER-PARTIES AND JAMS - at our sponsor hotel, the Crowne Plaza, on both nights following the show . These events are free to the public.

Quassy's Rides – unlimited rides are included on both days for all attendees. In addition, both swimming in the lake and Saturation Station are included.

Unique Sponsorship Packages

Festival Marquee Sponsor

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

Stage Time - opening night remarks and appearances across the weekend

Entertainment Opportunities, for promotional or client use:

- 50 VIP Tickets for Saturday and Sunday (a \$10,000 value), providing VIP up-front seating
- 50 Tent Seating Tickets for Saturday and Sunday (a \$7,000 value)
- 100 Lawn Tickets for Saturday and Sunday (a \$8,000 value)
- Festival Tshirts for all attendees (up to a \$10,000 value)

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 area 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

Cost \$80,000

Value \$200,000

Festival Presenting Sponsor

Company name precedes the Festival name.

For example, "IBM presents The New England Jazz & Blues Festival".

Presenting Sponsor Receives:

Presenting rights (e.g. IBM presents The New England Jazz & Blues Festival).

Mainstage signage – Banner flown over stage

Stage acknowledgments throughout the weekend

Entertainment Opportunities, for promotional or client use:

- 30 VIP Tickets for Saturday and Sunday (a \$6,000 value), providing VIP up-front seating
- 30 Tent Seating Tickets for Saturday and Sunday (a \$4,200 value)
- 60 Lawn Tickets for Saturday and Sunday (a \$4,800 value)
- Festival Tshirts for all attendees (up to a \$6,000 value)

20 Festival Tshirts

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 area newspapers 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

Cost \$50,000

Value \$100,000

Festival Stage Sponsor

Stage Sponsor Receives:

Naming rights for the main stage (signage, sponsor name above stage.)

Entertainment Opportunities

20 "Best Friend of the Festival" Tickets (a \$7,000 value). Tickets include entrance to opening night gala and VIP up-front seating and parking for weekend.

20 Spring Center Tickets at varying levels for Saturday and Sunday (value range from \$2,200 - \$3,800 depending on area)

20 Lawn Tickets each day Friday, Saturday, and Sunday (a \$2,100 value)

Stage acknowledgements

10 Festival Tshirts

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 area newspaper 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

Cost \$25,000

Value \$75,000

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 main stage alongside other sponsor banners (vertical 3'x10')

Entertainment Opportunities

VIP seating for the selected night performance (a \$2,250 value)

15 Springs Center Tickets at varying levels for Saturday and Sunday (value range from \$1,650 - \$2,850 depending on area)

25 Lawn Tickets for both Saturday and Sunday (a \$1,750)

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 Tshirts

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

Value \$35,000

Festival Hospitality Area Sponsor

The Hospitality Area is the exclusive location for sponsor guests and VIP ticket buyers to mingle and enjoy drinks and snacks.

Hospitality Tent Sponsor Receives:

- Tent Naming rights - "The -----Hospitality Suite"
- Corporate Banner, hand-stitched banner hung beside main stage alongside other sponsor banners (vertical 3'x10')
- Right to provide printed materials about your business or product.
- 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 Down Beat 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:
 - 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)
 - 10 Springs Center Tickets for the day of your choice (value range from \$825 - \$1,425 depending on area)
 - 10 Lawn Tickets for the day of your choice (a value of \$350)

Cost \$10,000 Value \$27,000

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 pg. 3 "Festival Sponsors Past & Present". Sponsor also receives link and logo on Festival page of website.

***** Banners are a lead time item. They take approximately 6 weeks to stitch. *****

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.

\$5,000

\$5,000

\$2,500

\$10,000

\$10,000

\$5,000

Contact Information

We hope you will join us as a sponsor for the 2011 New England Jazz & Blues Festival. Sponsorship of this highly anticipated 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 inaugural New England Jazz & Blues Festival.

For more information contact:

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