

SUN LIFE FINANCIAL UPTOWN  
WATERLOO JAZZ FESTIVAL  
2019 SPONSORSHIP OPPORTUNITIES





# JAZZ IT UP!

## AT THE SUN LIFE FINANCIAL UPTOWN WATERLOO JAZZ FESTIVAL



In 2017, we were thrilled to celebrate a major milestone with the Sun Life Financial UpTown Waterloo Jazz Festival: our 25<sup>th</sup> year! We were delighted so many prominent businesses celebrated with us.

As we move into the next 25 years of our existence, we continue to search for ways to improve the Festival, to draw more patrons and to support the core of our city. Our non-profit organization will continue to offer world-class free jazz in Waterloo, attracting over 30,000 people of all ages and demographics, who come to the Festival to enjoy the music of local and global top-rate talent.

This year, the Festival will run from July 19-21 and will feature many different forms of jazz - from traditional to vocal to world beat and will even include other art forms such as dance. As an added attraction, a visual artist will create a portrait of a featured artist while they are performing. We will again be programming in two locations: Waterloo City Centre and the Waterloo Public Square. We will be continue offering additional opportunities for our patrons to learn more about the performing artists through panel discussions and interviews.

We invite you to support us through sponsorship. There are many opportunities to highlight your brand and we are confident you will find a sponsorship package to fit your needs! Without you, we cannot be as good as we are and for that we are truly thankful!

# ABOUT

The Sun Life Financial UpTown Waterloo Jazz Festival is a community event that contributes to the unique character of Waterloo. The Festival helps make this area a truly amazing place to live, work, visit and spend valuable time with family and friends.

The Festival was created to enhance the broad cultural experience in Waterloo through the delivery of an extraordinary jazz music festival located in UpTown Waterloo. Our vision is to present a world-class jazz music festival that is part of the fabric of Waterloo Region. We feature multiple stages and performance venues that reach out to the community to educate, grow and develop a thriving jazz culture and audience.

The Festival has many community partners as well as a dedicated team of over 100 volunteers. The Festival attracts a wide demographic of guests and our artist line-up is crafted to include many different forms of jazz which will appeal to all age groups from the young to the more traditional jazz enthusiast.

The Sun Life Financial UpTown Waterloo Jazz Festival has a reputation across Canada as a prestigious jazz festival due to the level of professionalism and high caliber jazz artists the festival attracts year after year.



## CONTACT US:

Cheryl Ewing  
Festival Manager  
519-279-0189  
[communications@uptownwaterloojazz.ca](mailto:communications@uptownwaterloojazz.ca)

We are happy to customize your package to best suit your needs.





# SPONSORSHIP BENEFITS

## PROMOTE AND SHOWCASE

Becoming a sponsor of the Sun Life Financial UpTown Waterloo Jazz Festival means promoting your brand as a community-centric supporter of the arts in Waterloo Region. Through advertising in local newspapers, posters and social media your brand will get maximum visibility as a supporter of the Festival.

In addition to media advertising, the Festival's program is given to people attending which immediately puts your brand in front of up to 30,000+ audience members.

The Sun Life Financial UpTown Waterloo Jazz Festival also has a significant digital presence with a newly redesigned website and social media channels which we use regularly leading up to and during the Festival to recognize our sponsors.

Finally, support also includes opportunities for promotion on site during the Festival through banner display and mentions from the stage during artist introductions.

## NETWORK AND CONNECT

The Sun Life Financial UpTown Waterloo Jazz Festival provides ample opportunity for sponsors to network with each other and connect with their peers and other prominent figures in the community. Sponsors will be invited to an appreciation and engagement celebration prior to the Festival.

## WE WANT YOU TO SHINE

In all our promotional efforts throughout the Festival, sponsor recognition remains front and centre. We know that the Festival could not be as successful as it has been for the past 25 years without the generous support of our sponsors.

# SPONSORSHIP LEVELS

OPPORTUNITY	BAND LEADER \$5,000	THE TRIO \$3,000	GARAGE BAND \$1,500	THE DUO \$750	THE SOLOIST \$500	DEVOTED FAN \$250
Logo associated with artist in program & on website	♪		*			
"Artist presented by" tag on artist in program & on website	♪	♪	♪	-	-	-
On-site banner privileges	♪	♪	-	-	-	-
Logo on volunteer t-shirts	♪	-	-	-	-	-
Logo recognition in festival program, website and on screen	♪	♪	♪	-	-	-
Advertised as a social media partner	♪	♪	♪	♪	♪	♪
Total minimum number of mentions from stage per day over 3-day period	8	3	3	2	1	-
Ad space in printed program	1/2	1/4	-	-	-	-
Name mention in print program and on website	Logo		♪	♪	♪	♪
Recognition on festival posters	Logo	♪	♪	♪	♪	♪

\* The Garage Band sponsors will be associated with our emerging artists.



# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## MAIN STAGE SCREEN - \$3,000

Sponsor the main stage screen with a 30-second commercial or advertisement and your brand will be highlighted in the highest traffic area where top artists perform all weekend. In between sets, while all the artists get ready to entertain, the main stage screen gives you the highest level of exposure alongside our title sponsor, Sun Life Financial.

Limited to 2 opportunities: exposure is up to 6 hours over three days.

## UP CLOSE & PERSONAL. GIVE YOUR SPECIAL CLIENTS A JAZZ EXPERIENCE THEY WON'T FORGET. - \$2,500 to \$3,000

Would you like to give your clients a unique jazz experience? You can host up to 6 special guests backstage at \$2,500 or 10 for \$3,000 during the performance of your choice. You and your guests will meet the artist and you can introduce 'your artist' to our audience. For the performance, you and your guests will be seated in special reserved seats close to the stage where you can experience the full impact of the artist's performance. As a special memento, your clients will have their photo taken with the artist and receive a signed CD (if available). This is an exclusive opportunity - only one artist is available per sponsor and will be assigned on a first come first served basis.