

AUGUST 20-22



SPONSORSHIP OPPORTUNITIES

13th ANNUAL

Markham
JAZZ Festival
2010

Be Part of the Excitement at **THE 2010 MARKHAM JAZZ FESTIVAL!**



Thank you for your interest in exploring sponsorship opportunities to help support the 2010 Markham Jazz Festival (MJF). This information package includes our plans for once again creating a fantastic 2010 event, how your organization can get involved, and why we need your support to keep this musical tradition alive in our community.

The MJF, scheduled to take place August 20-22, 2010, will be celebrating its 13th year of operation. We are very proud that our Festival has grown over the years, drawing increasingly larger attendance and attracting more high-quality performances. Our popular free outdoor concerts will take place on Saturday, August 21st from 1:00 - 10:00 p.m. and Sunday, August 22nd from 1:00-6:30 p.m. Stages will be located on Main Street Unionville at the Unionville Millenium Bandstand and Varley Art Gallery, and on Main Street, Markham. Restaurants, pubs and bars across Markham and Unionville will serve as entertainment “Hot Spots.” In 2009, 11 locations acted as outdoor and indoor Hot Spot stages featuring their own brand of additional jazz entertainment.

In 2009 we launched an exciting evening to our Jazz Festival weekend – a fundraising gala at the fantastic Markham Theatre which was also celebrating its 25th anniversary. The Gala was a huge success with a beautiful reception and silent auction. Half the proceeds from our silent auction were donated to the Markham Stouffville Hospital Foundation. In 2010 - we will be making this evening even more exciting with bigger talent and a bigger silent auction – find out more about our Friday, August 20th Gala for 2010 on page 3.

We offer your organization an opportunity to renew your support or become a first-time MJF sponsor of the 2010 Markham Jazz Festival. Your financial support helps to pay for the talent, facilities, staging and collateral materials essential to hosting this event.

Let us help you select the right sponsorship level that suits your business objectives and budget. We will be creative to make it work for you.

WHO ATTENDS THE MARKHAM JAZZ FESTIVAL?

Our 2009 survey results reveal a “mature upscale audience”:

- Approximately 73% attendees are age 45-64. Many attend as couples and bring their parents and/or children with them
- 85% attendees say they are homeowners
- 51% attendees classify their annual household income as \$75,000-150,000
- Although 55% attendees live within York Region (41% Markham residents), we draw 35% from throughout the GTA, and the balance travel from beyond the GTA

Over the years we have stepped up our event promotion and public relations activities, improved our website, and signed up a wide variety of entertainers and bands that continue to draw larger audiences of music lovers. We monitor the introduction and audience appeal of each performer or band. Last year, 87% of our attendees ranked performance quality of the artists as 4 or higher! As a result, we have been attracting more first-time attendees while still maintaining the loyalty of our many regulars. 97% of attendees surveyed in 2009 indicated they plan to return in 2010!

Continued...

The Festival has become a “must experience” York Region event.

With your help, we hope to increase attendance beyond the 2009 level of 20,000 and draw even more new music lovers from across GTA communities.

We need your financial support to allow us to deliver a quality event next summer.

Our goal is to raise \$40,000 in sponsorship funds for 2010 and we ask for your commitment quickly so that we can move forward implementing our event plans.

The Markham Jazz Festival continues to grow in popularity and has established itself as a premier Ontario jazz festival. We look forward to helping you be part of the Jazz Community.

Sincerely,

Markham Jazz Festival, Sponsorship Committee
(905) 471-JAZZ (5299)

P.S. Interested in making a financial commitment to the Festival?

Contact us at Sponsorship@markhamjazzfestival.com or by phone at (905) 471-JAZZ (5299).

Visit our web site www.markhamjazzfestival.com to learn more about our Festival, the people that are involved in it, list of past sponsors.



SPONSORSHIP: \$ 15,000

Once again, we are very excited to be holding our Fundraising Gala at the fabulous Markham Theatre and we're stepping it up a notch with even better talent than in 2009 and an even bigger silent auction - topping ourselves year after year.

The Markham Jazz Festival will be holding our FUNDRAISING GALA at the Theatre on Friday, August 20th in the evening. We will be bringing in a top jazz performance to delight the audience and an even bigger silent auction than in 2009 with fabulous food for our reception. This venue holds up to 530 people and offers a lovely setting for a reception before the performance and continued during the break.

Your special Gala Sponsor Offer includes:

- Logo on all MJF communication throughout all of 2010.
- Signage at our new Jazz community events being held during 2010 (up to 2 extra events in 2010)
- Participation in the Markham Santa Claus Parade - thousands of residents come out for this event

During the evening of August 20th, you will receive:

- Exclusivity as the GALA Presenting Sponsor which would provide you with a couple of minutes to stand on stage and introduce our talent for the evening while we recognize your contribution to the event.
- Exclusivity in your category of business for the whole festival.
- We will provide you with 10 tickets to the GALA where we will seat you and your guests in the preferred seating location.

During the remainder of the festival, you will receive:

- Logo recognition on all festival printed material.
- Mention on all radio ads.
- On stage speaking opportunity during the weekend of the festival.
- MC Mention on all stages during the weekend (no less than 20 mentions).
- E-mail Newsletter logo & link as our Markham Jazz Festival: Fundraising Gala Sponsor throughout the year.
- Either the Inside Front or Inside Back Cover position in our Festival Program, your choice.
- Flyer distribution during the weekend by MJF staff or a booth if you wish
- Signage during the whole weekend at all stages.

This exclusive opportunity is available for \$15,000.00

2009 MARKHAM JAZZ FESTIVAL PUBLIC RELATIONS PROGRAM



We are committed to working hard to promote the Markham Jazz Festival and encourage residents of Markham, the GTA and across Ontario to attend this tremendous event.

In 2009, we managed to secure more press coverage than the festival has ever achieved in its 12 years. Here's a small breakdown of all of our press leading up to the festival and even after the festival:

RADIO:

- AM740
- JazzFM
- 680 News
- The Wave 94.7
- Jazz FM 91.1

TV:

- CP 24
- NTD TV
- Rogers TV - First Local News

PRINT:

- Economist & Sun
- Toronto Life Magazine
- Toronto Star
- SNAP Markham

ON LINE:

- NOW Online
- CODA
- YorkRegion.com
- Toronto Life Online
- Tandem Online
- Thestar.com
- 680news.com
- Jazz FM

OTHER:

- Peppertree Klassics (jazz festival weekend sale)
- Bullhorn
- Oak Ridges-Markham MP mailer

PRESS RELEASES/CONFERENCES:

- *January 21* - Call for Local Artists - Press Release
- *June 2* - "On Fire" Gala - Press Release
- *June 30* - Millennium Bandstand and Varley Stage Headliners - Press Release announcing performers
- *July 16* - Announcement regarding local performer Solveig Barber - Press Release
- *July 19* - Canadian Heritage Funding Announcement - Press Conference with Oak Ridges-Markham MP Paul Calandra, Markham Mayor Frank Scarpitti, Deputy Mayor Jack Heath
- *August 9* - Markville Mall and the MJF - Press Conference with Markham MPP Michael Chan
- *September 10* - Markham Jazz Festival and the Markham Stouffville Hospital - Press

2009 MARKHAM JAZZ FESTIVAL ADVERTISING PROGRAM



For the first time in 2009, we reached out to the Asian population with excellent media coverage in The Epoch Times and through NTD TV.

The Epoch Times Daily News (Chinese publication)

Date: July 29th, and July 31st

MB Magazine: Markham, Unionville, Thornhill, Richmond Hill

Volume: 5, Issue: 2

Healthy Living

Volume: 6, Issue: 2

La Scena Musicale

Volume 14.9, Issue: June 09

Economist & Sun

July 23 - Gala Ad

Festival Ad Main Stage

Miscellaneous Other Print Materials:

- MJF Programme: 10,000 copies printed - 3000 distributed by CTM Media Group to various southern Ontario locations, the balance distributed during the weekend of the festival.
- MJF "Art" posters

In 2010 - we expect to maintain and possibly increase our coverage with even greater reach to the Asian population and to the youth community.

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SPONSORSHIP BENEFIT CHART

COMMITMENT	GALA SPONSOR	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$15,000	\$10,000	\$5,000	\$2,000
Available Positions	1	2		
INDUSTRY EXCLUSIVITY	Y	n/a	n/a	n/a
STAGE PRESENCE				
“Presented by..” . on all Jazz Festival Printed Material	Y	n/a	n/a	n/a
“Presented by..” . In all Jazz Festival Radio Ads	Y	n/a	n/a	n/a
On stage speaking opportunity (1 minute per occasion)	4	2	1	1
MC Mention on all stages (no less than 20 times)	Y	Y	Y	Y
Gala presenting sponsor cocktail party	Y	n/a	n/a	n/a
PROMOTIONAL MATERIAL				
Cover position advertisement in program	IFC/OBC	IBC	n/a	n/a
Size of advertisement	1 pg	1 pg	1 pg	1/2 pg
Mention on all radio spots	Y	n/a	n/a	n/a
Logo on print advertisements	Y	Y	Y	N
Logo on MJF posters	Y	Y	Y	N
Logo & link on MJF web site	Y	Y	Y	Y
Web site ad	Y	Y	n/a	n/a
E-mail newsletter banner ad with logo & link	Y	Y	Y	Y
Tickets to the Markham Jazz Festival On Fire Gala	10	6	4	2
ON-SITE PUBLICITY				
Flyer distribution by MJF staff	Y	Y	Y	n/a
Signage at event	all 5 locations	4 locations	2 locations	1 location
Booth	Y	Y	Y	n/a
STAGE SPONSORSHIP	Large Stage \$5,000		Small Stage \$2,500	

ADDITIONAL OPPORTUNITIES AVAILABLE

- Full page advertisement in program
- Half-page advertisement in program
- Third page advertisement in program
- Quarter page advertisement in program
- Water sponsorship with stage mention
- Opening gala tickets
- On Site Flyer distribution by Festival staff
- Sponsor of MJF hats with logo