

AUGUST 19-21



SPONSORSHIP OPPORTUNITIES

14th ANNUAL  **2011**

Be Part of the Excitement at **THE 2011 Markham Jazz Festival!**



Thank you for your interest in exploring sponsorship opportunities to help support the 2011 Markham Jazz Festival (MJF).

The MJF, scheduled to take place August 19-21, 2011, will be celebrating its 14th 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 Friday, August 19th from 7:00 – 10:00 p.m.; Saturday, August 20th from 1:00 - 10:00 p.m. and Sunday, August 21st from 1:00-6:30 p.m. Stages will be located on Main Street Unionville at the Unionville Millennium Bandstand, Varley Art Gallery and McKay Art Centre on the lawn. Restaurants, pubs and bars across Markham and Unionville will serve as entertainment “Hot Spots.” In 2010, 9 locations acted as outdoor and indoor Hot Spot stages featuring their own brand of additional jazz entertainment.

Did you know that the Markham Jazz Festival is just about the only festival in Markham that hires 100% professional talent? That’s why MJF has become a premiere event in Ontario – the quality of our musicians is fabulous. In 2010, 32% of our audience were new visitors to Markham who came from GTA and beyond specifically for our festival, at the same time – 12% have been coming for over 10 years. That speaks volumes for our festival.

Here’s how our weekend starts: we begin with a fundraising gala at the fantastic Markham Theatre. The Gala is always a huge success with a beautiful reception and silent auction. Half the proceeds from our silent auction are donated to the Markham Stouffville Hospital Foundation, our community partner. Find out more about our Friday, August 19th Gala for 2011 on page 3.

We offer your organization an opportunity to renew your support or become a first-time MJF sponsor of the 2011 Markham Jazz Festival. Your financial support helps to pay for this top quality talent, our facilities, staging and collateral materials - all essential components to hosting this premiere event.

Please review our sponsorship opportunities on the attached chart – there are many ways you can get involved in supporting this fine event. Our sponsorship committee is dedicated to helping you select the right sponsorship level that suits your business objectives and budget. We will be creative to make it work for you.

Markham Jazz Festival’s sponsorship benefits include but are not limited to:

- Visibility & Partnership for a full year: be part of the MJF activities during the whole year! We’re getting bigger and more active with events through the whole year - that means a lot more exposure for your company.
- Logo display and mention in the Festival program and on all our merchandise material including t-shirts, posters, swag bags and more.

We will work with you for maximum exposure to build a lasting relationship between yourselves and MJF.

DID YOU KNOW that our Festival is managed and staffed entirely by volunteers! They include business and professional people, retired citizens, homemakers and members of the arts community – all lending their various areas of expertise – plus students earning their community hours for high school graduation.

Continued...

Who attends the Markham Jazz Festival? Our 2010 survey results reveal a “mature upscale audience”:

- **Approximately 72% attendees are age 45+ Many attend as couples and bring their parents and/or children with them**
- **89% attendees say they are homeowners**
- **49% attendees classify their annual household income as \$75,000-150,000**
- **Although 56% attendees live within York Region (42% Markham residents), we draw 32% 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 web-site, 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 2010 indicated they plan to return in 2011!

The Festival has become a “must experience” York Region event.
With your help, we hope to increase attendance beyond the 2010 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 2011 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 each year we keep stepping it up a notch with even better talent and an even bigger silent auction - topping ourselves year after year.

The Markham Theatre has been bringing together community groups for over 26 years and is a social gathering spot for Markham residents to come together with corporate, family and friends. It's a first-class performance centre that continues to lead and provide high quality cultural programming. Over 125,000 annually pass through the doors. Because of the Theatre, we are a more dynamic community.

The Markham Jazz Festival will be holding our FUNDRAISING GALA at the Theatre on Friday, August 19th in the evening. We will be bringing in a top jazz performance to delight the audience and an even bigger silent auction than in 2010 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 2011.
- Signage at our new Jazz community events being held during 2011 (up to 4 extra events)
- Participation in the Markham Santa Claus Parade - thousands of residents come out for this event

During the evening of August 19th, 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.
- A private cocktail reception on the 2nd floor for clients & colleagues

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

2010 MARKHAM JAZZ FESTIVAL PUBLIC RELATIONS & MEDIA 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.

Our programme is a comprehensive blend of paid advertising (*Print, Radio, and Facebook, On-Line*), press coverage, media releases, e-newsletters, signage and more.

In 2010, we managed to secure more press coverage than the festival has ever achieved in its 13 years - a testament to our artistic programming.

Below is a summary of our PR and Advertising realized in 2010:

RADIO:

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

TV:

- CP 24
- Rogers TV - First Local News

PRINT:

- Economist & Sun
- Globe & Mail
- Toronto Star
- SNAP Markham
- Wholenote
- Epoch Times Daily News
- Markham Visitors' Guide
- Markham Arts Council Annual Directory
- MB (*Magazine for Business*)
- Healthy Living
- Markham Board of Trade "The Voice"

ON LINE:

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

E-Newsletters/OTHER:

- Hilton Suites Hotel e-newsletter
- Bullhorn Media e-newsletter
- Markham Jazz Festival e-newsletters
(*January 25, March 5, April 9, June 11,
June 28, July 27, August 20*)

2010 MARKHAM JAZZ FESTIVAL PUBLIC RELATIONS & MEDIA PROGRAM ...*Continued*



PRESS RELEASES/CONFERENCES:

- *November 109* - New Artistic Director Announcement
- *June 8* - GALA Announcement
- *August 5* - Press release re complete Festival Line-up
- *October 1* - Press Release re MJF/MSH Silent Auction Donation

FACEBOOK:

- First ever Facebook Ad Campaign

PROGRAMMES AND POSTERS:

- 10,000 programmes printed (*3000 distributed to various southern Ontario Locations*)
- MJF "Art" Posters for 2010 (*designed by a local artist*)

MISCELLANEOUS/OTHER:

- Float in Markham Santa Claus Parade
- MJF Annual T-Shirts
- MJF Fridge Magnets
- MJF Shopping Bags
- Street Banners
- Stage Banners
- Mobile Signs

In 2011 - we expect to maintain and possibly increase our coverage with even greater reach to the diverse population in our catchment area.

14th ANNUAL Markham

AUGUST 19-21, 2011



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