

CARMEL JAZZ FEST 2023 SPONSORSHIPS



CARMELJAZZFEST.ORG
INFO@CARMELJAZZFEST.ORG
317-201-8640



OUR MISSION

The annual Carmel Jazz Festival is a 501c3 non-profit organization and our mission is to celebrate Indiana's rich Jazz music history, highlight national and international Jazz, R&B and Blues musicians and spotlight and educate emerging, upcoming artists all to highlight the world class venues and greenspaces located in Carmel, Indiana in the hopes of energizing the community through the vibrant sounds of Jazz, Blues and R&B music.

carmeljazzfest.org

EVENT

The Carmel Jazz Festival, a 501c3 non-profit organization, held in Carmel, Indiana, is a multi-day, multi-stage musical event that is held on August 11 & 12. Jazz, Blues and R&B artists will be featured along with vendors from the local Carmel community. Guests from not only the surrounding areas, but all over the country, will be able to enjoy music, food and vendors, all in the most beautiful parts of the City of Carmel.

THE VENUES

Carmel Jazz Fest will feature multiple venues for festival attendees to enjoy music and performances. These venues include the Palladium, the Tarkington Theatre, the Carmel Gazebo, Carter Green, the Studio Theater, the Main Street Stage, and others throughout the central core of Carmel, Indiana!





DEMOGRAPHICS

The festival targets audiences of all ages and backgrounds who will come together over their love of music. The Carmel Jazz Festival expects to highlight a wide range of diverse bands within the Jazz, Blues, and R&B genres and projects its audience will be 16,000 people over the course of the two day festival in August.

MEDIA

Carmel Jazz Fest will advertise via both print and online mediums. For example, Google, Facebook and Instagram ads will be available to sponsors as well as virtual flyers that can be shared. Advertisements will be printed in The Current, and professionally designed materials will be placed at many local establishments and planned venue locations that will highlight your businesses. Television and radio promotion will be included.



OUR TEAM

Carmel Jazz Fest

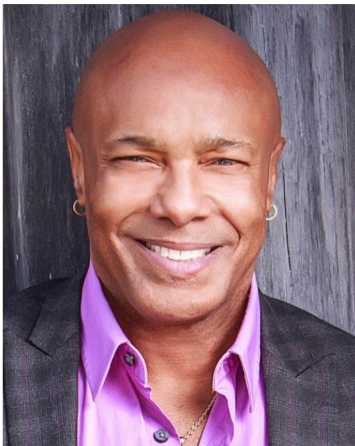
BOARD MEMBERS



Ashley Ulbricht
President



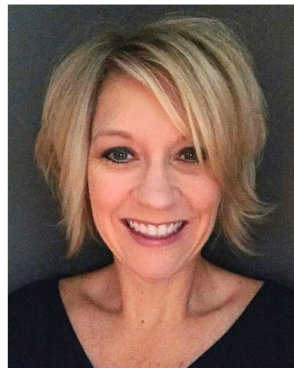
Jeremy Miller
Vice President



Blair Clark
Executive Director
Founder



Erica Thompson
Secretary



Lisa McCann
Treasurer



Terry Hudson
Event & Fundraising
Coordinator





SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$100,000

- Presenting sponsor naming rights to the festival “Carmel Jazz Fest presented by...”
- Logo at the top of festival website, posters and signage
- Full page ad in digital and print festival program
- Main vendor booth
- Name/logo included on print and digital ads
- Name mentioned on event announcements
- Logo on official event merchandise
- Featured posts on social media channels
- Full page ad in visitor’s guide
- Logo on all event receptacles
- 10 VIP all-access passes to all performances and both event dates, includes tickets to Palladium VIP party & shows
- 10 Invitations to Jazz Brunch
- Sold to one (1) company



SPONSORSHIP OPPORTUNITIES

STAGE SPONSOR

\$75,000

Choose your stage! Performance stage locations include :
The Palladium, The Tarkington in the Center for the Performing Arts, Carmel Gazebo, Carter Green, The Studio Theater and the Main Street Stage, an outdoor stage in the center of downtown

- Logo prominently displayed on stage banner
- Logo on festival website
- 1/2 page ad in digital and print festival program
- Vendor booth
- Name/logo included on print and digital ads
- 1/2 page ad in visitor guide
- 6 VIP all-access passes to all performances and both event dates, includes tickets to Palladium VIP party & shows
- 6 Invitations to Jazz Brunch
- Sold to (6) companies or less (multi-stage sponsor)

MERCH SPONSOR

\$30,000

- Logo prominently displayed on all Carmel Jazz Fest merchandise
- Logo on festival website
- 1/2 page ad in digital and print festival program
- Vendor booth
- Name/logo included on print and digital ads
- 1/2 page ad in visitor guide
- 6 tickets to Carmel Jazz Fest (2 day passes)
- 6 Invitations to Jazz Brunch



SPONSORSHIP OPPORTUNITIES

TROLLEY SPONSOR

\$10,000

- Logo on event trolley
- Logo on festival website
- 1/4 page ad in festival program (1/4 or business card size)
- 1/4 page digital ad in visitor's guide (1/4 or business card size)
- 4 tickets to Carmel Jazz Fest (2 day passes)
- 4 Invitations to Jazz Brunch

BOOTH SPONSOR

\$5,000

- Logo on booth signage
- Logo on festival website
- 1/4 page ad in festival program (1/4 or business card size)
- 1/4 page digital ad in visitor's guide (1/4 or business card size)
- 4 tickets to Carmel Jazz Fest (2 day passes)



SPONSORSHIP OPPORTUNITIES

ADVERTISING SPONSOR

\$2,500

- Logo on festival website
- 1/4 page digital ad in festival program (1/4 or business card size)
- 1/4 page digital ad in visitor's guide (1/4 or business card size)
- 2 tickets to Carmel Jazz Fest (2 day passes)

VISITOR'S GUIDE SPONSOR

\$1,000

- Highlight your company to incoming visitors for the event by being featured in our welcome guide to Carmel Jazz Fest attendees (full page ad in digital Visitor Guide)
- Logo on festival website (visitor info page)
- 2 tickets to Carmel Jazz Fest (2 day passes)

CARMEL JAZZ FEST CORPORATE SPONSORSHIP CAN BE TAX DEDUCTABLE - CONTACT YOUR TAX PROFESSIONAL FOR DETAILS

DIAMOND

\$10,000

- 4 VIP all-access passes to all performances and both event dates, includes tickets to Palladium VIP party & shows
- 2 luxury hotel room accommodations - 2 nights
- Invitation to Jazz Brunch (Table of 4)
- Merch package
- Free Trolley rides
- Drink tickets
- Name, business name or logo highlighted on website

GOLD

\$2,500

- 4 tickets for both event days
- Merch package
- Free Trolley rides
- Drink tickets
- Name, business name or logo on festival website

SILVER

\$1,000

- 4 tickets for both event days
- Name, business name or logo on festival website

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

PLATINUM

\$5,000

- 2 VIP all-access passes to all performances and both event dates, includes tickets to Palladium VIP party & shows
- 1 luxury hotel room accommodations - 2 nights
- Invitation to Jazz Brunch (2 seats)
- Merch package
- Free Trolley rides
- Drink tickets
- Name, business name or logo highlighted on website

BRONZE

\$500

- 2 tickets for both event days
- Name, business name or logo on festival website