

COLAJAZZFESTIVAL

FEB 3, 2018

SPONSORSHIP PACKAGE

COLAJAZZFESTIVAL

OUR MISSION

The 1st annual ColaJazz Festival in partnership with the Music Farm Columbia is determined to bring a highly visible, world-class event to put our capital city on the map as a desirable, cultural, artistic, and thriving destination people the world over will want to experience.

Columbia ought to be the cultural hub of South Carolina and ColaJazz is determined to make it happen.

This is your opportunity to be a founding supporter helping our city's cultural and economic growth and to bring this vision to fruition.

ONLINE SPONSOR FORM AND INFO:

<https://colajazz.com/colajazz-festival>

COLAJAZZFESTIVAL

2018 LINEUP



NATIONAL & LOCAL TALENT

Our 2018 lineup brings arguably the best saxophonist ever, GRAMMY-nominated, and our Columbia native, Chris Potter, back home for a rare performance! Internationally celebrated and famed Wynton Marsalis sideman Wess “Warmdaddy” Anderson joins us and a host of award-winning, world-class, local talent completes the night creating an historically exciting opening year!

6:30p Soda City Brass Band

7:30p Reggie Sullivan Band

8:30p Wess "Warmdaddy" Anderson

In 1988, Warmdaddy became a member of the Wynton Marsalis' Septet with which he toured and recorded for seven years and has been a member of the Lincoln Center Jazz Orchestra since it began touring in 1992.

9:30p Chris Potter / HEADLINER

Our Columbia native and arguably one of the best jazz artists ever, Chris Potter, returns home for the first time in a long time to headline the ColaJazz Festival! Since bursting onto the New York scene in 1989 as an 18-year-old prodigy with bebop icon Red Rodney (who himself had played as a young man alongside the legendary Charlie Parker), Potter has steered a steady course of growth as an instrumentalist and composer-arranger. A GRAMMY-nominated, world-class soloist, accomplished composer and formidable bandleader, saxophonist Chris Potter has emerged as a leading light of his generation.

11:30p ColaJazz All-Stars

A super group of the top jazz artists in Columbia, SC. These award winning artists have made records with a myriad of famous musicians, have toured all over and are world-class talent right in our very own backyard!



COLAJAZZFESTIVAL

SPONSORSHIP OPPORTUNITIES

LET'S GET CREATIVE!

Our goal is to tailor sponsorship packages that meet your needs. If you don't see exactly what you are looking for, [let me know](#) or visit colajazz.com and we can craft a custom package for you.

PLATINUM SPONSOR - \$10,000

- Make the festival yours! For example: The COMPANY NAME ColaJazz Festival
- Logo online and e-blasts, recognized in future press releases
- Logo on any resulting videos
- Sponsor mention on stage during concerts
- Company representative may give a short speech (5min. max) before headlining act and introduce the bands
- Sponsor banner on stage
- Sponsor may set up table displays and/or banners in venue
- Sponsor logo prominently placed with link on the ColaJazz Festival website
- Social media shout-out leading up and after the festival
- VIP area seating
- 12 VIP tickets
- Sold to one (1) company

GOLD SPONSOR - \$5,000

- Logo online and e-blasts, recognized in future press releases
- Sponsor mention on stage during concerts
- Sponsor banner on stage
- Sponsor logo prominently placed with link on the ColaJazz Festival website
- Social media shout-out leading up and after the festival
- VIP area seating
- 8 VIP tickets
- Sold to one (1) company

SILVER SPONSOR - \$2,500

- Logo online and e-blasts
- Sponsor mention on stage during concerts
- Sponsor logo prominently placed with link on the ColaJazz Festival website
- Social media shout-out leading up and after the festival
- VIP area seating
- 6 VIP free tickets
- Sold to two (2) companies

COLAJAZZFESTIVAL

SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR - \$1,000

- Logo online and e-blasts
- Sponsor logo placement with link on the ColaJazz Festival website
- Social media shout-out leading up and after the festival
- 4 VIP tickets
- Sold to four (4) companies

ARTIST SPONSOR - \$500

We have artists coming from out of town which require additional expenses such as travel, lodging, food and their performance fee. This level of sponsorship allows smaller companies and individuals a chance to get involved with the festival and have the opportunity to promote themselves to our diverse audience while providing our festival with the valuable support it needs.

- Logo online and e-blasts
- Sponsor logo placement with link on the ColaJazz Festival website
- Social media shout-out leading up and after the festival
- 2 VIP tickets

FRIENDS OF THE FESTIVAL SPONSOR - \$100

Individuals may sponsor the ColaJazz Festival and receive acknowledgement online at the ColaJazz Festival website.

- Sponsor logo placement with link on the ColaJazz Festival website
- 2 free tickets

BE CREATIVE.

You can sponsor a specific artist, sponsor tickets for a school or organization, create your own VIP section, provide your company's swag at the door, sponsor our advertising costs, and so much more. We want YOU to be involved and show your support of growing Columbia's jazz, entertainment and artistic culture. Be the driving force to make Columbia the destination city it deserves to be. Help us be on the national, if not, the world's stage. [Contact us](#) now or visit colajazz.com!

COLAJAZZFESTIVAL

DEMOGRAPHICS

MUSIC FARM COLUMBIA CAPACITY: 1200

AVERAGE JAZZ FEST CONSUMER:

Age: 35-54 Gender: 56% Female / 44% Male

Average Income: \$55,000- \$80,000 Annually

Education : High School Diploma to Professional Degrees

GET INVOLVED.

For sponsor information, contact:

Mark Rapp - Festival Director and Founder ColaJazz Festival

email: contact@colajazz.com

<https://colajazz.com>



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