



SPONSORSHIP OPPORTUNITIES PENTASTIC JAZZ FESTIVAL SOCIETY

HOT JAZZ PARTY 2010

Penticton's 14th annual **Hot Jazz Festival** will be held September 10th, 11th and 12th, 2010 and it's expected to exceed the 9,700 attendee days recorded in 2009. The Festival has achieved consistent growth every year since it started in 1996.

A top quality production engaging the best bands available on the jazz festival circuit, it has become one of the signature events in a city known for its festivals such as Ironman Canada; Peach Festival; Elvis Festival; Meadowlark Festival.

Jazz devotees flock to the Penticton from beyond our local Region. Coming from the Lower Mainland, Vancouver Island, Alberta, more than nine of the US states and even as far as Scotland, Germany and Mexico. Jazz lovers don't just listen to the music, they dance, they sing and they mingle. While here, their enthusiasm and good spirits take them out into the community to savor Penticton's many attractions, restaurants, shops, hotel/motels, wineries, and other services. The community receives considerable financial benefit from their presence.

Exit Surveys have been conducted since 2006 with many of patrons providing comments. The data collected was been analyzed and utilized in our planning process. The feedback received was overwhelmingly positive and the suggested improvements extremely helpful.



SPONSORSHIP AND PROMOTION

To help sustain the increasing success of the Festival, strong financial support from the community is absolutely essential. It costs more than \$300,000 to produce an event of this size and caliber. Without sponsor backing it would be impossible to continue and grow.

We recognize the **support of our valuable sponsors** through festival programs, newsletters, advertising, press releases, signs and banners at the Festival and on our Web Page (www.pentasticjazz.com). This year all sponsor passes will clearly indicate "SPONSOR" on the front as another way to show your support for our event. Platinum sponsor names and logos are included on the back of Festival T-shirts worn by over three hundred and forty volunteers.

Ten thousand brochures are distributed at other festivals and key outlets in numerous cities. In addition a direct mailing of these brochures will be sent to our data base of jazz fans in Western Canada and the U.S. Newspaper advertising, including specialty jazz newspapers/magazines, T.V., radio and other media outlets, further increases exposure. Just prior to the festival, 20,000 festival programs (with sponsors' names) are distributed throughout the Okanagan Valley.



2010 SPONSOR'S PACKAGE

BACKGROUND ON SOCIETY

The Pentastic Jazz Festival Society was formed in 1996 by a group of traditional jazz enthusiasts, with the stated objective of “establishing an organization of Okanagan residents who would promote and produce an international hot jazz Festival of distinction on an annual basis.” Another objective was to “create a desirable participatory attraction which would bolster the local economy.” We have since grown to be the largest festival of its kind in the Pacific Northwest.

We are a Not-for-Profit organization with 340+ volunteers. **THERE ARE NO PAID EMPLOYEES.** Any surplus funds realized are used to support the S.S. Sicamous Restoration Society, which is a popular Festival venue. We also support local high school jazz bands by making them an important part of our program.

TRADITIONAL JAZZ SCENE IN WESTERN CANADA & THE UNITED STATES

Interest in this form of music comes mostly from the 50+ age group, with the largest festival in Sacramento. However, resurgence of swing dancing has attracted a growing number of younger people. Our Exit Surveys indicate that 30% of our attendees are less than 60 years of age. A monthly newspaper, “The American Rag”, is devoted entirely to the traditional jazz movement. There is a jazz festival held almost every weekend of the year somewhere in western U.S. and Canada, and a significant number of people attend several festivals during the year. 68% of our patrons are returnee jazz fans.



2010 SPONSOR'S BENEFIT PACKAGE

BRONZE LEVEL: \$300

1. Two, 3 Day All Event passes (value \$190.00). Sponsor passes will have "SPONSOR" printed on them to show your support for our Festival.
2. Invitation to the Festival "Kick off Party" on the Sicamous.
3. Listing in the official program (4,500 copies distributed at the Festival; 20,000 copies distributed throughout the Okanagan).
4. Listing on the Festival Home Page on the World Wide Web.



2010 SPONSOR'S BENEFIT PACKAGE

SILVER LEVEL: VALUE \$500

1. Stage advertising at all venues (size limitation).
2. Two, 3 Day All Event passes (value \$190.00) Sponsor passes will have "SPONSOR" printed on them to show your support for our Festival.
3. Invitation to the Festival "Kick off Party" on the Sicamous.
4. Listing in the official program (4,500 copies distributed at the Festival; 20,000 copies distributed throughout the Okanagan).
5. Listing on the Festival Home Page on the World Wide Web.
6. Two Festival T-shirts. (value approx. \$ 60.00)



2010 SPONSOR'S BENEFIT PACKAGE

GOLD LEVEL – VALUE \$1,000

1. Stage advertising at all venues (size limitation).
2. Four, 3 Day All Event passes (value \$380.00). Sponsor passes will have "SPONSOR" printed on them to show your support for our Festival.
3. Invitation to the Festival's guest only "Kick off Party" on the Sicamous.
4. One quarter (1/4) page advertisement in the official program (4,500 copies distributed at the Festival; 20,000 copies distributed throughout the Okanagan). To be supplied by you.
5. Listing on the Festival Home Page (www.pentasticjazz.com) on the World Wide Web with a link to sponsor's own web page if desired.
6. Two Festival golf shirts. (value approx. \$100.00)



2010 SPONSOR'S BENEFIT PACKAGE

PLATINUM LEVEL - VALUE \$2,000+

1. Logo placed on special brochure mailed to 5,000 jazz fans
2. Logo placed on 10,000 full colour brochures distributed in the Pacific Northwest region.
3. Listing & logo on Festival Posters (500)
4. Full-page, full color advertisement and listing in the official program (4,500 copies distributed at the Festival; 20,000 copies distributed throughout the Okanagan.) Advertisement to be supplied to Festival by sponsor by August 20th 2010
5. Reserved seating for eight (8) people at the opening ceremonies.
6. Banner advertising at the Trade & Convention Centre
7. Stage advertising at all venues.
8. Eight, 3 Day All Event passes (value \$760.00). Sponsor passes will have "SPONSOR" printed on them to show your support for our Festival.
9. Invitation to the Festival's guest only "Kick off Party" on the Sicamous.
10. Listing on the Festival Home Page on the World Wide Web and a link to sponsor's own web page if desired.
11. Sponsor's name and logo on Festival T-shirts.
12. Four Festival golf shirts. (Value approx. \$ 200.00)
13. Verbal acknowledgement from the stage.



2010 Sponsor Commitment Letter to
Pentastic Jazz Festival Society

I/We, of _____ wish to be sponsors of the 14th Annual **Pentastic Jazz Festival** being held September 10th, 11th, and 12th 2010.

We wish to be sponsors at the _____ level and commit to pay the Pentastic Jazz Festival \$ _____ on or before August 1, 2010. A portion of our sponsorship support will be "in kind" goods and services valued at \$ _____. The Society will issue invoices for all cash commitments.

I/We understand that this letter will allow the Society to make plans for high quality bands and venues to be engaged at an early date and will allow the Society to include us as sponsors on their web site immediately as well as in the Festival Program and advertising appropriate to our Level of support.

Sponsor Information:

Name, as it should appear on the web site: _____

Mailing address: _____

Contact person: _____ Phone: _____

Web Site address: _____ E-mail: _____

Shirt sizes (where applicable) are:

Men's: _____ XXL _____ XL _____ L _____ M _____ S
Ladies: _____ XXL _____ XL _____ L _____ M _____ S

We understand that our All Event Passes will be delivered to us once payment is received and that sponsor shirts (where applicable) will be available for pick up on Thursday, September 9th at the Festival Kick off Party, commencing at 5:00 p.m. aboard the Historic SS Sicamous. If unable to attend, we understand that by contacting the Society during the last week of August we can make other arrangements for delivery of the sponsor package.

Signed _____ Date: _____

Name and Title _____

Please send completed form to:

Or Fax to:

Pentastic Jazz Festival,
113-437 Martin Street, Box 368 Penticton,
BC, V2A 5L1. 250-770-DIXI (3494)

250-493-5556