

TASTE OF 4TH AVENUE JAZZ



**SPONSORSHIP
OPPORTUNITIES**



AUDIENCE

- **Most common age of audience members: 35 to 54**
- **51% female**
- **80% African American, 20% Caucasian**

EDUCATION

- **80% attended college**

INCOME

- **25% household income between \$35,000 - \$50,000**
- **40% own their own homes**
- **80% own at least one credit card**

EMPLOYMENT

- **28% Sales**
- **25% Professional/Management**
- **22% Service**
- **20% Government**
- **5% Self-employed**



TITLE SPONSOR: \$10,000

- **Exclusivity as Title Sponsor - Taste of 4th Avenue Jazz Festival presented by (company)**
- **100% shared advertising (Radio, Print, Internet, etc.)**
- **Prominent stage banner placement**
- **Logo inclusion on all print and Internet**
- **Logo inclusion on all Social Networking; Facebook and Twitter**
- **On stage mentions during the festival**
- **Introduction of company spokesperson before the festival plus opportunity to distribute promotional items from stage**
- **Exhibit space onsite to promote product and/or services (sponsor to supply)**

PRESENTING SPONSOR: \$5,000

- **Advertised as Presenting Sponsor - Taste of 4th Avenue Jazz Festival presented by (company)**
- **Logo inclusion on all print and Internet**
- **One strategically placed 4' X 6' Banner inside venue (sponsor to supply)**
- **Logo inclusion on all Social Networking; Facebook and Twitter**
- **On stage mentions during the festival**
- **Exhibit space onsite to promote product and/or services (sponsor to supply)**



STAGE SPONSOR: \$1000

- **Advertised as Stage Sponsor for one performance**
- **Logo inclusion on all TV, print and internet during the run of the series**
- **Logo listed on sponsor banner**
- **Logo inclusion on all Social Networking; Facebook and Twitter**
- **On stage mentions during the festival**

SILVER SPONSOR: \$500

- **Logo listed on sponsor banner**
- **Logo inclusion on all Social Networking; Facebook and Twitter**



Taste of 4th Avenue Jazz Festival Sponsorship Form

SPONSOR LEVELS

- | | | | |
|-----------------------------------|------------|----------------------------------|--------|
| <input type="checkbox"/> \$10,000 | Title | <input type="checkbox"/> \$1,000 | Stage |
| <input type="checkbox"/> \$5,000 | Presenting | <input type="checkbox"/> \$500 | Silver |

Sponsor Information: *(Please fill out completely)*

Business Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Sponsor Contact Person: _____

Daytime Phone: _____ Cell Phone: _____

E-mail: _____

If applicable, please e-mail your logo to info@magiccitysmoothjazz.com along with your application. If no logo will be used, explain how your business is to be presented:

Sponsorship level: _____ Amount enclosed: _____

(Make checks payable to Taste of 4th Avenue Jazz Festival)

Taste of 4th Avenue Jazz Festival

Post Office Box 611178

Birmingham, AL 35261

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For Taste of 4th Avenue Jazz Festival Use Only.

Date Received _____

Amount Paid _____

Sponsorship Approved by _____

Date Sponsor Package Delivered _____

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