

M A T T  
K I R K  
J A Z Z

somewhat traditional jazz  
for the less snooty

# Event Planner's Pack

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## The band.

Thanks for your interest in **Matt Kirk Jazz**—you're off to a great start on choosing the right entertainment!

### “What makes an event memorable?”

That's tough... and is really the combination of senses that all come together for one complete experience. It's the right setting, the right food and decorations, the perfect service, staff, (a few surprises) and an environment that sets the mood of the evening. Leave one part out and you've lost that magical moment that you worked so hard to create~

### “What do you think of when you hear ‘jazz’?”

Warm rooms filled with close conversation as nicely dressed guests sip on cocktails... *elegance, sophistication, ambiance, romance, mood...*



That's what Matt Kirk Jazz brings to the experience.

We're all about the mood, playing subtle, smooth classic jazz the way it's intended. We create atmosphere and tempo with tasteful, traditional jazz music. It's all perfect, right down to the look. It's the upright bass, the baby grand, jazz-trap drums and fine musicians in dark suits. Very cool.

Thanks for the introductions, now call your event consultant for the rest of the picture. They will provide all the details to help you make a memorable and enjoyable event!



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## The details.

**Matt Kirk Jazz** is a traditional "jazz trio or combo". Our focus is playing traditional jazz, blues and vocal jazz standards using primarily acoustic instruments.

More on this...

Jazz in it's own can take many forms. **Matt Kirk Jazz** focuses on the traditional styles of music that would be found in Las Vegas around the 1960's. Also called 'club jazz', it's a combination of vocal ballads, smooth background and sizzling instrumental improvisation. Club jazz has the ability to blend as a backdrop for conversation, but can also provide a focal-point entertainment... the key is to provide a mood that is social but not distracting.

We're inspired by great club jazz and blues artists of this era. Our song list reflects selections from Billie Holliday, Miles Davis, Charlie Parker, Duke Ellington, Sarah Vaughn and other great show-tunes from artists like Sinatra and Nat.

We play jazz the way it's intended... "un-plugged", acoustically with the right instruments. We perform with an upright string bass, a true piano and



drums—and can add sax, clarinet, guitar, etc to fill the budget or club needs. It takes a little more work to bring the 'real' instruments rather than electronic equivalents. To us, it's worth it.

The musicians are suave and sophisticated, well dressed, well trained pro's.

They each have extensive experience in performance music and combine to create that unique sound—a sensation that only jazz can bring.



## What we do.

**Matt Kirk Jazz** is a community of musicians that form to meet client and event needs...

Matt Kirk Jazz at its core is an acoustic jazz trio—upright bass, drums and piano—that adds presence by adding ‘world class’ vocalists and soloists as accents to the performance.

The band is not limited to one genre or music...

While acoustic jazz might fit perfectly with a portion of an event, the band has the ability to play everything from classical music to ‘in-your-face’ heavy metal. This affords the event planner a simple solution to an entire night’s entertainment plan by working with one group at one price to cover (incredibly) diverse entertainment requirements.

A typical gig...

About 20 times each year Matt Kirk Jazz performs weddings that often follow the format of; piano during the ceremony, traditional jazz during cocktails and dinner and finishing the evening with variety dance music. The transition is smooth and comfortable and adds to the perfect environment as the ‘big day’ plays on.

Other formats...

Matt Kirk Jazz plays regular club dates as a traditional jazz trio/combo, but has also played numerous civic, corporate and other events such as Rose Festival, Chambers of Commerce events, City Celebrations... Each event has some uniqueness—such as variety, themes, horn sections—but the point here is that Matt Kirk Jazz delivers what the planner wants.

Band placement...

The jazz trio is very portable. Many planners have had the band relocate to better fit the flow of the event. Matt Kirk Jazz is perfect for...

- The entry or lobby as your guests arrive
- In the hallway as spot entertainment during a meeting break
- In the bar or common area as an environment
- Focal point for the main room...

What the band won’t do...

Polka.

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## The cost.

### Base Rates

Format: Traditional Jazz  
Hours: 3 hours over the duration of the event  
Musicians: 3  
Instruments: Upright Bass, Drums, Piano  
Cost: \$600.

### Upgrades

Vocalists: \$100.  
Soloists: \$150.

### Optional Formats:

Format: Jazz to Dance Music  
Hours: 4-5 hours  
Musicians: 5  
Instruments: Jazz (above), moving to electric bass, guitar, keys, drums and vocalist  
Cost: \$1200.

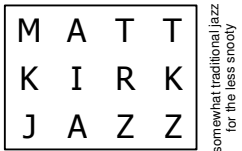
### Pricing Variables:

The prices above are typical fees for typical engagements (in fact 80% of our bookings meet these prices). That said, we charge more for premium dates (such as New Years, Valentine's weekend, etc) and all weekends in June and December. The event location, the size of the room and the need for special sound & lighting may also add costs.

We offer discounts to agencies and multiple-event contracts, also, we reward referrals.

### *Note!*

Most all Las Vegas events and performances at convention centers are "labor union friendly" where rates are governed by local services and union event agreements.



## More stuff.

Hopefully this guide has provided some useful information on the band, the formats and costs, but feel welcome to ask your event planner for more information.

We can provide:

- Song Lists for all genres of music we perform
- References and Contacts for past performances
- Logo Release for advertising
- Press Release sheets
- Band Photo's
- Sample Contracts
- Band Biography's
- Band Stage Requirements
- Demographic Sheet

...anything else we may have missed.

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## Just the facts.

### The Band:

3- piece 'somewhat traditional jazz band for the less snooty'  
Upright Bass, Piano and Drums  
Guest musicians making (usually gratis) cameo appearances  
Feature Vocalists and Soloists (compensated)

### Gigs:

Average 30-36 Dates/year  
Weddings and other private functions (jazz/ jazz to dance music): 40%  
Jazz Public Performances 40%  
Corporate Events/ City Events/ Schools and Clinics: 20%

### The Market and Demographics

Dual segments 21-30 / 41-60  
Median Age: ~36, Average Age: ~31  
Male 46% Female 54%  
Average Attendance (all events): ~72  
Highest Attendance: < 600  
Highest Draw Markets: Wilsonville, Newberg, Sherwood, Tualatin, Lake Oswego, Charbonneau,  
Downtown Portland, Oregon City

### Matt Kirk Jazz Marketing for Club Events:

#### Band Following

- ✓ Frequent capacity sell-outs on monthly recurring dates
- ✓ Avg 40+ guests (new attendees) per event as a direct result of band promotions
- ✓ Spam Distribution to 300+ registered site members through [www.mattkirkjazz.com](http://www.mattkirkjazz.com)
- ✓ Collaborative marketing, give-away's, discounts and promotions to create incentives for attendees

#### Club Listings

- ✓ A&E, Oregon Live
- ✓ Times Publications (south)

#### Entertainment Magazines

- ✓ Positively Entertainment
- ✓ Two Louis

#### Website Promotions

- ✓ [mattkirkjazz.com](http://mattkirkjazz.com)
- ✓ [OregonLive.com](http://OregonLive.com)
- ✓ [JazzScene.com](http://JazzScene.com)

#### POS

- ✓ Callboard signs
- ✓ Band Pictures
- ✓ Table displays
- ✓ Reception displays

#### Newspapers

- ✓ Spot ad's based on market timing
- ✓ Branding ads

### Performance Frequency:

Preference for single event (Friday or Saturday) once Monthly per location  
Adjust to maximize attendance and profitability



## Kind words.

### **Jazz in Wilsonville: A Powerful Trio Works the Classics at Abella**

By Kip Miller

Jazz in Wilsonville was enough to pique this writer's interest and a visit to Abella Italian Kitchen, sited on a poor piece of real estate behind a Quizno's in downtown Wilsonville. It was definitely worth the trip!

Abella, a comfortably upscale restaurant serving Italian inspired dishes, recently hosted Matt Kirk Jazz to celebrate their first year of business...and what a celebration! Before the first note was played, the capacity crowd broke into spontaneous applause as Kirk's trio approached the stage. The band went right to work with some powerful renditions of jazz classics, highlighting the very talented Cam McMinn on saxophone, passing leads to Ron Murvihill on piano.

Kirk, a Wilsonville native, bills his trio as "somewhat traditional jazz for the less snooty." That tells you something about the music, but is more telling about Kirk. He's no rookie. Kirk has played the Portland music scene for years in everything from punk to funk and has earned a national reputation as a versatile and capable musician; he takes it all in stride. In his trio, Kirk is difficult to overlook. Perhaps it's his 6'4" stature, the upright bass and infectious grin, but it's more the attentiveness that Kirk has for his audience.

Catching a moment with Kirk during a break and asking about "jazz for the less snooty," obtained Kirk's comment; "We play for our customers. Sure, we can tease the jazz aficionados and musicians out there, but like any band looking for success, we want to touch the audience with music that is comfortable, melodic and familiar. That's why we focus on the 1960s club jazz. It's cool, interestingly familiar and challenging...and who can resist a sexy Billie Holliday tune?"

About his musicians, Kirk says, "John Garcia is the drummer to have. We met by accident, or by synchronicity, but I couldn't do any of this without his support and I feel very fortunate for having this opportunity to play together. Ron Murvihill was introduced to me by another bass player and I'm absolutely flattered that he's here with me tonight! ...just hear this guy play piano!"

There's no question that Kirk's trio sets a solid foundation, but the night was highlighted with a feature appearance from Rebecca Pershing (Global FM, Power of Ten) singing her personalized and sensuously smooth versions of Peel Me a Grape, Just the Way You Look and other great-era ballads. Matt Kirk Jazz is a stirring departure for Pershing that highlights her skills as a talented vocalist. There are few singers that can scream AC/DC tunes then follow the next night with passionate vocal jazz ballads, but Pershing comfortably shines with the same confidence and presence.

The bittersweet news is that Kirk's successes don't allow him to play many local performances, but savvy followers can catch him for a return visit to Abella's on Jan. 20. Matt Kirk's trio is booked for the night, with the exceptional Cam McMinn on saxophone, John Garcia on drums, pianist Ron Murvihill and a feature performance from Lisamarie Harrison (Reefer Madness the Musical and acclaimed performances in Sisters of Swing).

Reservations with Abella Italian Kitchen are strongly recommended to assure a seat for this performance. Jazz in Wilsonville? Absolutely! This is worth the drive!"

Positively Entertainment