



*a celebration of community*

# 2015 CONCERT SERIES SPONSORSHIP PACKAGES





It's a **PERFECT SUMMER EVENING** in Denver.

Grab a blanket, a picnic, something to drink and join your friends, family, and neighbors for some outstanding music in the park.

CITY PARK JAZZ – Entering its 29<sup>th</sup> year, City Park Jazz is a 10-week long, free summer concert series featuring Colorado-based artists in a beautiful outdoor setting in the heart of Denver.



City Park Jazz is a 501(c)(3) organization dedicated to preserving and celebrating Denver's rich jazz music history and enriching the current quality of life in Denver through free live musical performances in City Park.

We are pleased to present this opportunity for sponsors to participate in and support an iconic summer event series. City Park Jazz offers sponsors an authentic connection to the community, Denver's cultural life, and unique hospitality opportunities.

**What:** Series of 10 summertime Sunday concerts

**Dates:** Sunday, June 7–Sunday, August 9, 2015

**Times:** 6 pm–8 pm

**Location:** Denver's City Park Pavilion and Bandstand



**CITY PARK JAZZ**

303.744.1004 • PO Box 18384, Denver, CO 80218 • [www.cityparkjazz.org](http://www.cityparkjazz.org) • [cityparkjazzdenver@gmail.com](mailto:cityparkjazzdenver@gmail.com)

# ABOUT CITY PARK JAZZ



The City Park Jazz Summer Concert Series draws on a historic tradition that began more than 130 years ago in Denver. Photographs of City Park from the turn of the last century offer scenes of ladies in fine hats and gentlemen in their Sunday best. They strolled around Ferril Lake and rested on the lawns while listening to concerts at the City Park bandstand.

The current series began as just a handful of jazz concerts in 1986. Each year since, thousands of fans of all ages, ethnicities and socioeconomic backgrounds (over 90,000 attendees in 2014) descend upon the bandstand to enjoy the special combination of music, nature and community.

“City Park Jazz is an integral part of the cultural landscape that makes Denver a vibrant and attractive city.”

– Chris Zacher, immediate past president of the City Park Jazz Board of Directors.



# SPONSORSHIP OPPORTUNITIES

City Park Jazz is offering multiple sponsorship packages to contribute to the funding of this year's series of complimentary concerts:

Sponsorship Packages	Amount	Official Designation, Exclusivity, and Rights to Marks	Series Signage	Promotional Items/Materials	Booth/Exhibit Space	Advertising & Social Media	Stage Mentions	VIP Event at the Pavilion	VIP Parking & Seating	City Park Jazz Signature T-Shirts
Summit	\$15,000	♪	3	♪	♪	♪	2	2	4 spaces	5
Capitol	\$7,500	♪	2	♪	♪	♪	2	1	2 spaces	3
Mile High	\$5,000	♪	1	♪	♪	♪	1	1	1 space	2
Pavilion	\$2,500	♪	♪	♪	♪	♪	♪	1	1 space	1
Benefactor	\$1,500	♪	♪	♪	♪	♪	♪	n/a	n/a	1
Patron	\$500	♪	♪	♪	♪	♪	n/a	n/a	n/a	1
Themed-Event Sponsorship*	\$500 each	♪	♪	♪	♪	♪	♪	♪	n/a	1 each
Friend	\$175 +	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a



\* Themed-Event Sponsorship: City Park Pavilion is the ideal location for themed events, for example Health & Wellness. For a themed event to take place, a minimum of five sponsors that each pay \$500 will be required.

Contact Kari Lilley at [cityparkjazzdenver@gmail.com](mailto:cityparkjazzdenver@gmail.com) or call 303.241.3473 for more information.



# SPONSORSHIP OPPORTUNITIES

**Official Designation, Exclusivity, and Rights to Marks** – Customized designation; exclusive marketing and promotional rights in the category; and unlimited rights to use logo, name, and imagery.

**Series Signage** – Sponsor-provided and CPJ banners placed throughout

**Stage Mentions** – Recognition by MC during all concerts — minimum of twice per show

**VIP Event at the Pavilion** – May be used to entertain customers or vendors as a part of a promotional or marketing effort, or as a thank-you party for your employees

**Advertising & Social Media** – Logo/name on all promotional materials including:

- ✓ **Social Media** – Inclusion on Facebook pages and Twitter mentions
- ✓ **Advertising** – Trade partners are currently being developed with Denver newspapers, online media, and radio stations
- ✓ **Internet** – Inclusion of logo/name on [cityparkjazz.org](http://cityparkjazz.org) with a link back to your site

**Promotional Items/Materials** – Opportunity to distribute your own branded promotional items, such as picnic blankets or sunglasses, etc.

- ✓ **Posters and Handbills** – Displayed throughout Denver area restaurants, stores, galleries, and other businesses

**Booth / Exhibit Space** – 10 x 10 area for booth or exhibit space

**VIP Parking and Seating** – VIP parking spaces next to the Pavilion and backstage seating access

**City Park Jazz Signature T-Shirts**

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An aerial photograph of a large outdoor jazz festival in a park. A large crowd of people is gathered on a green lawn next to a lake. The sky is blue with white musical notes and a treble clef floating over the scene. At the bottom, there is a white silhouette of a building with two towers and trees.

“City Park Jazz connects our diverse communities like no other event – it’s a cultural treasure.”

– Denver Councilman Albus Brooks