2017 CONCERT SERIES
SPONSORSHIP PACKAGES
2017 CONCERT YEAR

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 is a 10-week long, free summer concert series featuring Colorado-based artists in a beautiful outdoor setting in the heart of Denver.

**WHAT:** Series of 10 summertime Sunday concerts
**DATES:** Sunday, June 4 through Sunday, August 6, 2017
**TIMES:** 6-8 PM
**LOCATION:** Denver’s City Park Pavilion and Bandstand

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.

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 95,000 attendees in 2016) descend upon the bandstand to enjoy the special combination of music, nature and community.
2017 SPONSORSHIP DEFINITIONS

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

**Advertising and Social Media** – consideration of Logo/Name on all promotional materials including:

**Social Media** – inclusion on Facebook page and Twitter mentions

**Public Relations** – Trade partners are currently being developed with Denver newspapers, online media and radio stations.

**Internet** – inclusion of logo/name on CityParkJazz.org with a link back to your website.

**Promotional Items/Materials** – Opportunity to distribute your own branded items, such as picnic blankets, water bottles, sunglasses, etc. CPJ will also print banners, rack cards and posters for display and distribution.

**Posters/Rack Cards** – displayed and distributed throughout Denver area restaurants, stores, galleries and other businesses.

**Series Signage** – Sponsor-provided and/or CPJ created.

**Stage Mentions** – Recognition by MC during each Concert – minimum of twice per show.

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

**Booth/Exhibit Space** – a 10x10 booth or banquet table on the Pavilion plaza.

**VIP Parking and Seating** – a mutually agreed upon, based on availability, number of parking spots in the lot next to the Pavilion and in front of the Band-Shell company designated seating area.

**CPJ Signature T-shirts** – mutually agreed upon number of t-shirts based on sponsorship level/amount selected.

Email cityparkjazzdenver@gmail.com or leave a message at 303.744.1004 for more information.
City Park Jazz (CPJ) is a 501c3 organization. We rely on the time of our volunteers, the donations of private individuals, and the generous contributions of our esteemed corporate sponsor partners.

If you’re interested in becoming a sponsor partner of CPJ and sharing your message in front of a captive diverse audience of thousands of Denver’s community enjoying a complimentary concert; please review the information below.

Below is an outline and definition of the items that our sponsor partners will benefit from in partnership with CPJ. It is important to understand that your donation or sponsorship amount will affect the quantity, ownership, sizing and placement of some of the items below. **$500** is the minimum donation per Sunday.

<table>
<thead>
<tr>
<th>$500 Patron</th>
<th>$1,500 Benefactor</th>
<th>$2,500 Pavilion</th>
<th>$5,000 Mile High</th>
<th>$7,500 Capitol</th>
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</thead>
<tbody>
<tr>
<td>Booth/Exhibit Space* (1 Sunday)</td>
<td>Booth/Exhibit Space* (3 Sundays)</td>
<td>VIP Event at Pavilion/Excl. use of North Room†</td>
<td>Booth/Exhibit Space* (10 Sundays)</td>
<td>Booth/Exhibit Space* (10 Sundays)</td>
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<tr>
<td>Sponsor Signage** (1 Sunday)</td>
<td>Sponsor Signage** (3 Sundays)</td>
<td>Sponsor Signage** (3 Sundays)</td>
<td>Sponsor Signage** (10 Sundays)</td>
<td>Sponsor Signage** (10 Sundays)</td>
</tr>
<tr>
<td>CPJ T-shirts (x2)</td>
<td>CPJ T-shirts (x4)</td>
<td>CPJ T-shirts (x5; 50% discount on up to 100 add. shirts)</td>
<td>CPJ T-shirts (x5; 50% discount on up to 100 add. shirts)</td>
<td>CPJ T-shirts (x5; 50% discount on up to 200 add. shirts)</td>
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<tr>
<td>CPJ Sponsor Banners*** (at table and adjacent to stage)</td>
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<tr>
<td>“Thank You” Social Media Blast (1x at sponsorship; 1x during season)</td>
<td>“Thank You” Social Media Blast (1x at sponsorship; 3x during concert season)</td>
<td>“Thank You” Social Media Blast (1x at sponsorship; 1x during week leading up to concert)</td>
<td>“Thank You” Social Media Blast (1x at sponsorship; 6x during concert season)</td>
<td>“Thank You” Social Media Blast (1x at sponsorship; 6x during concert season)</td>
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<tr>
<td>CPJ Board Guest Parking (2 spaces, 1 Sunday)</td>
<td>CPJ Board Guest Parking (2 spaces, 3 Sundays)</td>
<td>CPJ Board Guest Parking (6 spaces, 1 Sunday)</td>
<td>CPJ Board Guest Parking (2 spaces, 10 Sundays)</td>
<td>CPJ Board Guest Parking (4 spaces, 10 Sundays)</td>
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<tr>
<td>Website Recognition (on Sponsor Page of CPJ Website)</td>
<td>Website Recognition (on Sponsor Page of CPJ Website)</td>
<td>Website Recognition (on Sponsor Page of CPJ Website)</td>
<td>Website Recognition (on Sponsor Page of CPJ Website + link to sponsor website)</td>
<td>Website Recognition (on Sponsor Page of CPJ Website + link to sponsor website)</td>
</tr>
<tr>
<td>KUVO Event &amp; Sponsorship Mention (as part of CPJ PA; 5x during week leading up to concert)</td>
<td>KUVO Event &amp; Sponsorship Mention (as part of CPJ PA; 2x each week)</td>
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<td>KUVO Event &amp; Sponsorship Mention (as part of CPJ PA; 5x each week)</td>
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<td>Stage Banner (Placement of sponsor name or logo on CPJ Stage Banner)</td>
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* Booth Table and Chairs provided on the Plaza (in front of the Pavilion). Booth may distribute (free) samples, other than food and drink, coupons, brochures and other materials, subject to CPJ approval.
** Sponsor Signage includes right for sponsor to post sponsor-provided banner (not exceeding 3 ft by 6 foot) to be hung on fence adjacent to the stage, or otherwise as approved by CPJ.
*** CPJ will produce and hang 2 banners (adjacent to the Stage) with the names and levels of sponsorship of all Patrons, Benefactors, Pavilion, Mile High, and Capitol Donors. Note: these are separate from the Stage Banner.
† Pavilion Events can include (at additional cost, to be determined) catering, seating, beverages (including, by special permit, alcohol, but no sales of alcohol).
THANK YOU TO PAST YEAR'S SPONSORS

The Denver Foundation
DENVER THE MILE HIGH CITY
DENVER ZOO
kuvo.org 89
WE Capitol Hill
LOWE'S
City Park Alliance
Park Hill Family Dental
ListenUp AUDIO VIDEO CONTROL
cornerstone URBAN APARTMENT LIVING
SCFD Scientific & Cultural Facilities District
CITIZENS MAKING IT POSSIBLE
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MOJO
Cirell Tonnell
Anthem BlueCross BlueShield
Linda Huang MD
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Denver Math Fellows
WHOLE FOODS
Colorado Creative Industries
Sirvo
UBER
Blackstone Consulting Ltd
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dependable cleaners's
Denver Museum of Nature & Science
DENVER WATER
dependable cleaners
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Denny’s
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www.bikedenver.org
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Comedy Works
Time Bomb Deals
Urban Habitat Community Real Estate
Brewery
RE/MAX
Snell & Wilmer LAW OFFICES
Comedy Works
CITY PARK JAZZ
303.744.1004 | PO Box 18384, Denver, CO 80218 | cityparkjazz.org | cityparkjazzdenver@gmail.com | City Park Jazz is a 501(c)(3) organization