



## Berks Jazz Fest March 27- April 5, 2020

The Berks Arts Council is pleased to present the 30<sup>th</sup> Annual Boscov's Berks Jazz Fest to enhance the musical landscape of Berks County. The Berks Jazz Fest is recognized as one of the largest and most diverse music festivals of its kind across the globe.

Now celebrating its 30<sup>th</sup> anniversary, the festival has been an important part of Greater Reading's community revitalization efforts as both an economic and cultural catalyst for positive change.

With over 100 events scheduled throughout the community at theatres, ballrooms, clubs, restaurants, hotels, churches and more, the Boscov's Berks Jazz Fest hosts world-renowned performers in traditional and contemporary jazz, blues, big band and gospel. In addition, the Festival features local musicians, new artists and exclusive jazz jams. Select guest artists will also conduct education programs and student/amateur jams to keep jazz alive.

The Berks Arts Council is a non-profit organization founded in 1971 to support and promote all genres of the arts in Berks County. All proceeds from the Festival are used to support our mission *to inspire, engage and unite our community through education, collaboration, and presentation*. Berks Arts Council is a catalyst which addresses social and economic barriers through inclusive and integrative programs. The arts play a critical role in engaging diverse communities, changing perceptions, creating safe environments and strengthening economic opportunities. We make Berks County more creative, desirable and resilient.

Today, we invite you to join the Berks Arts Council in inspiring the arts throughout our community by considering a sponsorship to the Berks Jazz Fest.

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## Berks Jazz Fest Facts

- The Festival attracts 35,000 people during the 10-day event. Our guests come from across the United States and around the world including Canada, Puerto Rico, Italy, Switzerland, England, Holland and Great Britain.
- More than 70% of the Jazz Fest audience has an annual household income greater than \$56,000 and brings their purchasing power to Berks County.
- The Festival has an operating budget of \$1.3 million but brings over \$6 million to the local economy.
- 85% of audience are 45 and older
- 82% of the audience is college educated
- 69% of the audience are loyal, returning fans
- The majority of our guests spend on average two or more nights and visit local attractions.
- Provide 402 local students education programs, clinics and presentation opportunities with local, regional and national artists.



## Sponsor Opportunities

### Jazz Guarantor - \$50,000

- Sponsorship of one of the primary concerts presented during the 30<sup>th</sup> Berks Jazz Fest of your choosing (*based on availability*).
- 30 Tickets to Sponsored Concerts; 15 invitations (30 tickets) to opening night VIP Reception and Concert; 40 tickets to additional concerts
- A special private "meet and greet" for you and your guests with headliner of concert sponsored by your company.
- Opportunity to present video message/spot during preconcert video presentations
- Prominent Corporate Logo on all printed and electronic communications
- Prominent Corporate Logo on all advertising
- Prominent Corporate Logo on video projection screens used at major venues
- Full page ad (prominent location) in the official Boscov's Berks Jazz Fest program
- Recognition in the Berks Arts Council annual report
- Opportunities to cross market your company/create promotions with Berks Jazz Fest.

### Jazz Sustainer - \$25,000

- Sponsorship of one of the major concerts presented during the 30<sup>th</sup> Berks Jazz Fest of your choosing (*based on availability*).
- 25 Tickets to Sponsored Concerts; 10 invitations (20 tickets) to opening night VIP Reception and Concert; 24 tickets to additional concerts
- Opportunity to present video message/spot during preconcert video presentations
- Prominent Corporate Logo on all printed and electronic communications
- Prominent Corporate Logo on all advertising
- Prominent Corporate Logo on video projection screens used at major venues
- Full page ad in the official Boscov's Berks Jazz Fest program
- Recognition in the Berks Arts Council annual report
- Opportunities to cross market your company/create promotions with Berks Jazz Fest.



### Jazz Band Leader - \$15,000

- Sponsorship of one of the concerts presented during the 30<sup>th</sup> Berks Jazz Fest of your choosing (*based on availability*).
- 20 Tickets to Sponsored Concerts; 5 invitations (10 tickets) to opening night VIP Reception and Concert; 12 tickets to additional concerts
- Corporate Logo on all printed and electronic communications
- Corporate Logo on all advertising
- Corporate Logo on video projection screens used at major venues
- Full page ad in the official Boscov's Berks Jazz Fest program
- Recognition in the Berks Arts Council annual report

### Jazz Composer - \$10,000

- Sponsorship of one of the concerts presented during the 30<sup>th</sup> Berks Jazz Fest of your choosing (*based on availability*).
- 15 Tickets to Sponsored Concerts; 3 invitations (6 tickets) to opening night VIP Reception and Concert; 8 tickets to additional concerts
- Corporate Logo on all printed and electronic communications
- Corporate Logo on all advertising
- Corporate Logo on video projection screens used at major venues
- Half page ad in the official Boscov's Berks Jazz Fest program
- Recognition in the Berks Arts Council annual report

### Jazz Arranger - \$5,000

- Sponsorship of one of the concerts presented during the 30<sup>th</sup> Berks Jazz Fest of your choosing (*based on availability*).
- 10 Tickets to Sponsored Concerts; 2 invitations (4 tickets) to opening night VIP Reception and Concert; 4 tickets to additional concerts
- Corporate Logo on all printed and electronic communications
- Corporate Logo on all advertising
- Corporate Logo on video projection screens used at major venues
- Half page ad in the official Boscov's Berks Jazz Fest program
- Recognition in the Berks Arts Council annual report



### Jazz Soloist - \$2500

- Shared Sponsorship of one of the concerts presented during the 30<sup>th</sup> Berks Jazz Fest of your choosing (*based on availability*).
- 5 Tickets to Sponsored Concerts; 1 invitation (2 tickets) to opening night VIP Reception and Concert; 4 tickets to additional concerts
- Corporate Logo on all printed and electronic communications
- Corporate Logo on all advertising
- Corporate Logo on video projection screens used at major venues
- Quarter page ad in the official Boscov's Berks Jazz Fest program
- Recognition in the Berks Arts Council annual report

### Jazz Patron - \$1000

- 1 invitation (2 tickets) to opening night VIP Reception and Concert; 2 tickets to additional concerts
- Corporate Listing on all printed and electronic communications
- Corporate Listing on all advertising
- Corporate Listing on video projection screens used at major venues
- Quarter Page ad in the official Boscov's Berks Jazz Fest program
- Recognition in the Berks Arts Council annual report



## Berks Jazz Fest Sponsorship Commitment Form

We are proud to be a supporter of the Berks Arts Council and Berks Jazz Fest with a commitment of:

- Jazz Guarantor - \$50,000
- Jazz Sustainer - \$25,000
- Jazz Band Leader - \$15,000
- Jazz Composer - \$10,000
- Jazz Arrangers - \$5,000
- Jazz Soloist - \$2500
- Jazz Patron - \$1000
- Other: \_\_\_\_\_

Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

We would like this gift to be recognized as:

\_\_\_\_\_

Please send completed form to:

Berks Arts Council

P O Box 854

Reading PA 19603

Email to: [ED@berksarts.org](mailto:ED@berksarts.org)

Questions: 610-898-1930 ext. 28