



# Sponsorship Packet

## Ocean City Jazz Festival

**Saturday July 2 & Sunday July 3, 2016**

from 5:00 pm ~ 10:00 pm

2649 Island Drive ~ in North Topsail Beach, NC



2015 OCJF Sponsors

[OceanCityJazzFest.com](http://OceanCityJazzFest.com)

### HOW DO I SPONSOR THE EVENT?

- Please read the attached information on the benefits of being one of the sponsors of this event.
- Review the different levels and decide on which one you are interested in.
- Contact us at [info@oceancityjazzfest.com](mailto:info@oceancityjazzfest.com) or call 919-632-9489 or mail the attached application with your selection.
- Then the promotion for your company can begin!

The Ocean City Jazz Festival Produced by The Ocean City Beach Citizens Council ~ Ph: 919-632-9489

[www.OceanCityJazzFest.com](http://www.OceanCityJazzFest.com) ~ [info@oceancityjazzfest.com](mailto:info@oceancityjazzfest.com)



# Overview

The 7<sup>th</sup> annual Ocean City Jazz Festival is a premier annual musical showcase that celebrates jazz legends and up-and-coming jazz greats in a beach setting during the July 4<sup>th</sup> weekend. Audiences will enjoy a wide spectrum of world-class jazz singers and musicians. The Ocean City Jazz Festival is held in the historic Ocean City community and is produced by the community's non-profit organization, the Ocean City Beach Citizens Council. It is the mission of the festival to provide:

1) assistance to other local non-profit organizations; 2) superior Jazz entertainment; 3) revenue for the renovation and maintenance of the historical buildings in the community and 4) sustainability for the Ocean City community and preserve its history.

Festival sponsorship offers incredible opportunities to advance your company's brand in local and state markets. The local Island market alone draws 50,000 people per day during the peak season with July 4<sup>th</sup> weekend being at its apex.

## **COVERAGE/ IMPRESSIONS**

These are just a few of the publications and radio stations that have helped promote our event over the years:

- Print: The Jacksonville Daily News with average daily circulation of 21,430; The Wilmington Star with average daily circulation of 36,000; The Fayetteville Observer with average daily circulation of 40,000; The Raleigh News and Observer; Coastal Magazine, Topsail Advertiser and Our State Magazine
- Radio: WNCU and Penguin
- Online: The event has its own Facebook page with hundreds of fans. It is also listed on over 100 event listing websites
- TV: We have partnered with Public Broadcasting which produced interviews with the artists and community spokesperson
- Publicity: Our publicist sends the press release to thousands of contacts in her media list
- Mobile Application: Listed in Onslow County and Topsail Island mobile app

## **DEMOGRAPHIC HIGHLIGHTS OF ATTENDEES**

Audience is middle to upper income, educated, professional adults. Age ranges from 35-80.



# Event Promotion & Sponsor Benefits

**PROMOTION/MARKETING:** The Ocean City Jazz Festival will be aggressively marketed throughout the Raleigh/Durham, Fayetteville/Ft. Bragg, Greensboro, Wilmington and Jacksonville/Camp Lejeune areas and on the World Wide Web. Publicity and promotion will consist of extensive multi-media campaigns of TV, print, radio and on-line, as well as posters, and fliers distributed throughout the Area prior to the event.

**PROGRAM/INSERT:** With the help of a key media partner we will insert a beautiful event program into the partner's newspaper, as a supplement, one week prior to the event. Additional copies of the program will be distributed at the event.

**THE WEB:** The official event website is located at [www.OceanCityJazzFest.com](http://www.OceanCityJazzFest.com) and will be promoted in all materials related to the festival. The event will be listed on all regional and national websites that have a calendar listing section.

**RADIO:** The event will be publicized on a number of local radio stations via promotional spots and 30 to 60 second spots.

**PRINT:** We will be partnering with several newspapers to help promote and advertise the event.

## **BENEFITS AS A SPONSOR:**

- Branding/marketing at an Event that has an uncluttered field.
- Have access to one of the most sought after demographic niches in the country. This is an exceptional opportunity to reach a sophisticated market.
- Reach a large audience with repeated impressions. Your company name and/or logo will appear on the event's poster and in all promotional materials, including the official festival website.
- A unique opportunity to engage with people. Event attendees are a captive receptive audience that has time to look, listen and hear about your products and/or services.
- Develop new business contacts. The Event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- Demonstrate, sample or test market your product. Receive instant responses about your products and/or services from attendees.
- Show your company's commitment to the arts and local community.
- Help promote community outreach. The event provides a unique opportunity for the community to come together. The community has a long tradition of supporting its benefactors.



# Sponsor Packages

Benefits	Package Level						
	\$20,000	\$10,000	\$5,000	\$3,500	\$2,500	\$1,000	\$500
Name In Event Title	★						
Category exclusivity for 2016	★	★					
Logo on Souvenir Seat Cushion	★	★					
Program Advertisement Page	2 Full-pages	Full-page	Full-page	Full-page	Full-page	½ Page	¼ Page
Event Tickets	30	20	15	10	6	4	3
Logo or Company Name on Radio and TV Advertisements	★	★					
Main Stage Signage (sponsor to provide signage)	★	★					
Logo or Company Name on Mesh Borders Fencing Advertisement	★	★	★				
Logo or Company Name on Printed Advertisements	★	★	★				
Logo on Swag Bag	★	★	★				
Logo On Step and Repeat	★	★	★	★			
Event Site Signage/Yard Signs (sponsor to provide signage)	★	★	★	★			
10ft x 10ft Space (Table & Chairs provided) Sponsor to provide Tent	★	★	★	★			
10ft x 10ft Space (Table & Chairs provided for additional \$100) Sponsor to provide Tent					★	★	
Product Sampling or Promotion Table	★	★	★	★	★		
Large Banner in Main Tent (sponsor to provide banner)	★	★	★	★	★	★	★
Announcement Mentions during Performance Breaks	★	★	★	★	★	★	★
Large Banner at 10ft x 10ft Space (sponsor to provide banner)	★	★	★	★	★	★	
Promotional Coupon in Swag Bag	★	★	★	★	★	★	★
Admission to Sponsor Tent	★	★	★	★	★	★	★
Official Sponsor Merchandise	★	★	★	★	★	★	★
Logo & Link on Festival Website	★	★	★	★	★	★	★



# Ocean City Jazz Festival Sponsor Application

Please fill out and email or mail to:

[info@oceancityjazzfest.com](mailto:info@oceancityjazzfest.com)

Ph 919-632-9489

OCJF, PO Box 1207, Sneads Ferry, NC 28460

**COMPANY NAME:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**DESCRIPTION OF WHAT WILL BE PROMOTED IN BOOTH & SIZE REQUIRED:**

\_\_\_\_\_  
\_\_\_\_\_

## LEVEL

I would like to sponsor at the level of (please check one):

- Title Sponsor** \$20,000
- Major Sponsor** \$10,000
- Diamond Sponsor** \$5,000
- Platinum Sponsor** \$3,500
- Gold Sponsor** \$2,500
- Silver Sponsor** \$1,000
- Bronze Sponsor** \$500
- In-Kind Sponsor** valued at \$ \_\_\_\_\_
- In-Kind Media Sponsor** valued at \$ \_\_\_\_\_
- I would like to personalize my sponsorship level, please contact me to discuss the cost**

**PAYMENT INFORMATION (please check one):**

- Check enclosed
- Payment will come later
- Invoice me

OCBCC dba OCJF Tax ID# 30-0804251

Make all checks payable to Ocean City Jazz Festival and mail to PO Box 1207,  
Sneads Ferry, NC 28460

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