



***“Celebrating jazz and nurturing the human spirit,
one event at a time.”***

*1st International SLO Jazz Festival
September 29-30, 2012*

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Proposed: September 29-30, 2012 SPONSOR BENEFITS

Platinum/Presenting Sponsor - \$20,000 contribution

With this level of contribution, you will receive 14 VIP Festival Passes, with 8 VIP admission to special celebration marquis event, and

- Company logo on large banner on Main stage at event
- 14 Tickets to the 2012 SLO Jazz Festival
- Company logo displayed on 300+ event posters and 20,000 handbills
- Company logo displayed on event mailing (going out to 1,000+ SLO Businesses and 3,000 + Individuals)
- 1/2 page color ad in the Official Event Program (if applicable)
- Logo and link to sponsor’s website displayed on official event site
- Logo displayed in all event advertising
- Company name mentioned in radio spots for event
- Company name mentioned in event publicity (brochures)
- Inclusion in on line communication to 3000+ recipients
- Logo inclusion on event t-shirt (if applicable)

Platinum/ Title Sponsor - \$10,000 contribution

With this level of contribution, you will receive 10 VIP Festival Passes, with 8 VIP admission to special celebration marquis event, and

- Company logo on large banner on Main stage at event
- 10 Tickets to the 2012 SLO Jazz Festival
- Company logo displayed on 300+ event posters and 20,000 handbills
- Company logo displayed on event mailing (going out to 1,000+ SLO Businesses and 3,000 + Individuals)
- 1/2 page color ad in the Official Event Program (if applicable)
- Logo and link to sponsor’s website displayed on official event site
- Logo displayed in all event advertising
- Company name mentioned in radio spots for event
- Company name mentioned in event publicity (brochures)
- Inclusion in on line communication to 3000+ recipients
- Logo inclusion on event t-shirt (if applicable)

Stage/Participating Sponsor- \$6,000 contribution

With this level of Participation, you will 8 VIP Festival Passes, 4 VIP admission to special celebration marquis event, and

- Company logo on large banner on Side stages at event (sponsor to provide)
- Company logo displayed on 300+ event posters and 20,000 handbills

SLO Jazz Festival, Inc.
805-459-6939
info@slojazzfest.org

a 501(c)3 non-profit organization
Sponsorship Agreement (rev.d-2011/2012)

EIN: 27-2625815
423 Westpoint Drive
Shell Beach, CA 93449



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- Company logo displayed on event mailing (going to over 3,000 individuals & 1,000 businesses)
- 8 VIP Tickets to the 2012 SLO Jazz Festival
- Logo and link to sponsors website displayed on official event site
- ¼ page color ad in the Official Event Program (if applicable)
- Company name mentioned in event publicity (brochures)
- Inclusion in on line communication to 3000+ recipients
- Logo inclusion on event t-shirt (if applicable)

Gold/Contributing Sponsor- \$3,500 contribution

With this level of contribution, you will receive 6 VIP Festival passes and 2 VIP admission to special celebration marquis event, and

- 6 – VIP Tickets to the 2012 SLO Jazz Festival
- Company logo displayed on 300+ event posters and 20,000 handbills
- Logo and link to sponsors website displayed on official event site
- ¼ page color ad in the Official Event Program (if applicable)
- Company name mentioned in event publicity (brochures)
- Inclusion in on line communication to 3000+ recipients
- Logo inclusion on event t-shirt (if applicable)

Silver - \$1,500 contribution

With this level of contribution, you will receive:

- 4 - Two-Day Tickets to the 2012 SLO Jazz Festival
- Company name mentioned in event publicity (brochures)
- Logo and link to sponsor’s website displayed on official event site
- 1/8 page black and white ad in the Official Event Program (if applicable)
- Company name mentioned in event publicity (brochures)
- Inclusion in on line communication to 3000+ recipients
- Logo inclusion on event t-shirt (if applicable)

Bronze - \$500 contribution

With this level of contribution, you receive:

- 2 – Two-Day Tickets to the 2012 SLO Jazz Festival
- Logo and link to sponsor’s website displayed on official event site
- Logo included in official Event Program (if applicable)

Honorary - \$200 contribution

With this level of contribution, you receive:

- 2 Tickets to the 2012 SLO Jazz Festival
- Logo and link to sponsor’s website displayed on official event site

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- Name included in official Event Program (if applicable)

Membership/Couple’s Membership - \$65/\$120 contribution (\$55/110 Seniors/Students)

With this level of contribution, you receive:

- 1 Ticket to the 2012 SLO Jazz Festival (2 Tickets for Couple’s Membership)
- Discounts to additional SLO Jazz Festival, Inc., events
- Discounts to merchandise
- Special mention in Festival Program (if applicable)

VIP Membership - \$200 contribution (\$380 for VIP Couple)

With this level of contribution, you receive:

- 1 Ticket to the 2012 SLO Jazz Festival (2 Tickets for VIP Couple)
- Special VIP Access Area at SLO Jazz Festival
- Advanced notification on events
- Discounts to additional SLO Jazz Festival, Inc., events
- Discounts to merchandise
- Special mention in Festival Program (if applicable)

Additional ways you can benefit from SLO Jazz Festival include exhibit booth and social network activity.

We reserve the right to refuse any sponsorship we deem inappropriate for 2012 SLO Jazz Festival.

NOTE: These are our standard sponsorship packages. Packages may be altered by agreement to better suit the needs of sponsors. We also welcome the opportunity to discuss tailored sponsorship packages for those interested in a multi-year sponsorship agreement. If you have any questions, please contact Scott Andrews at: (805) 459-6939 or at info@slojazzfest.org.

How you can help: Sponsorship is critical to our success. We also ask you release (2) press releases – one at time of sponsorship and one prior to the Festival. We ask you send an email blast to your internal employees regarding each festival event or education program and 2x for the Festival, to help generate additional volunteers. You may also help SLO Jazz Festival by providing VOLUNTEERS. We are still adding to our volunteer team. In addition, you can assist SLO Jazz Festival and increase the “Buzz” activity by commenting on your Facebook, Twitter, and other social networks about your involvement with SLO Jazz Festival and/or re-posting our shows to your wall and inviting friends to come to the events.

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Letter of Agreement**

On this date _____, 2011, I/we agree to sponsor an activity or venue at the 2012 SLO Jazz Festival.

Company: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Email: _____

For recognition and receipting purposes, please list my/our name as the following:

Please select your sponsorship contribution level you are committing to contribute to SLO Jazz Festival. See attached “Sponsor Benefits” for letter describing sponsorship benefits.

Platinum Presenting Sponsor – \$20,000	Silver – \$1,500
Platinum Title Sponsor – \$10,000	Bronze – \$500
Stage Sponsor – \$6,000	VIP Membership – \$200 / 380
Gold Sponsor – \$3,500	Membership – \$65 Single /\$120 Couple
Student/Senior Membership – \$55/\$110	

Additional “in-kind” or donation items we can provide include (please list all): _____

We reserve the right to refuse any memberships we deem inappropriate for 2012 SLO Jazz Festival.

NOTE: These are our standard membership packages. Packages may be altered by agreement to better suit the needs of members. If you have any questions, please contact Scott Andrews at: (805) 459-6939 or at info@slojazzfest.org.

How you can help: Sponsorship is critical to our success. We also ask you release (2) press releases – one at time of sponsorship and one prior to the Festival. We ask you send an email blast to your internal employees regarding each festival event or education program and 2x for the Festival, to help generate additional volunteers. You may also help SLO Jazz Festival by providing VOLUNTEERS. We are still adding to our volunteer team. In addition, you can assist SLO Jazz Festival and increase the “Buzz” activity by



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commenting on your Facebook, Twitter, and other social networks about your involvement with SLO Jazz Festival and/or re-posting our shows to your wall and inviting friends to come to the events.

Terms of Agreement:

The above signed company agrees to defend, indemnify and hold harmless SLO Jazz Festival, Inc., its corporate affiliates, successors and assigns their officers, directors, employees, agents and representatives from any and all damages, liabilities, costs and expenses, including, without limitation, reasonable attorneys’ fees, which may be incurred by any or all of them arising out of any claims or suits that may be brought against any of them by reason of:

Any personal injuries or property damages caused by or resulting from the activities carried on during the 2012 SLO Jazz Festival or in connection therewith, except for the negligent and willful action of the above signed employees, contractors or agents.

The unauthorized use of the banner and any signage bearing the above signed company trademark by the SLO Jazz Festival, or by other obtaining such banners or signage from the SLO Jazz Festival, or by mutual agreement between both parties otherwise not stated in this Letter of Agreement.

LET IT ALSO BE KNOWN that the SLO Jazz Festival and the above signed company are not liable for any failure to perform hereunder resulting from unforeseen events or circumstances beyond their control including, but not limited to, any delay, postponement or cancellation due to adverse weather, other natural catastrophes, labor disputes, strikes, wars, riots, insurrections, civil commotion, fire, flood, accident, acts of God, or other conditions beyond their control. SLO Jazz Festival reserves the right to modify any proposed date, location, or artist for the Jazz Festival and our events in order to best serve the Jazz Festival and our participating sponsors.

SLO Jazz Festival, Inc. and the above signed company hereby agree to all responsibilities and benefits as stated above and will promote each other to the best of their ability and within the guidelines of LETTER OF AGREEMENT for and during the SLO Jazz Festival.

This Letter of Agreement clarifies the responsibilities and benefits both parties have agreed to for the 1st Annual SLO Jazz Festival. Dates for the Festival are September 29th and 30th, 2012. Please sign and return to the SLO Jazz Festival Office.



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Please retain a copy for your records. SLO Jazz Festival, Inc. – TAX EIN: **27-2625815**

Payment Information

Check # _____ enclosed in the amount of \$ _____.

(Make ALL CHECKS PAYABLE to SLO Jazz Festival)

Please invoice me/us for the amount of \$ _____.

Visa or MC Credit card #: _____ Exp. Date: _____

Please send form to: SLO Jazz Festival 423 Westpoint Drive, Shell Beach, CA 93449.

Office Use Only

Date Received: ____/____/____

Copy to: Sponsor Festival Development Treasurer