



***“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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To: Potential Sponsor

You've looked long enough.

All of us who live in and love the San Luis Obispo area WANT quality music events; however, we have seen most music promotions come and go without the proper backing or professional structure to succeed. For organizations seeking to expand their awareness in San Luis Obispo, there has never been a better time than right now to attach your name with a new music festival event. Especially a musical event that honors America's original art form: JAZZ.

Your search is over.

We are introducing the SLO Jazz Festival, Inc. an organization presenting San Luis Obispo's premier jazz-related musicians through concert events throughout the year and culminating in the SLO Jazz Festival and series of music events on the Central Coast. Already a member of the 2011-2012 SLO Chamber of Commerce, SLO Jazz Festival, Inc. aims to be backed by the City and County of San Luis Obispo AND the businesses and grant organizations who care about tourism, education, and culture in San Luis Obispo.

Court Street Summer Jazz series

Our first jazz series, officially called "SLO Jazz Festival presents: Court Street Summer Jazz" took place over ten weeks, from June 4, 2011 through September 17, 2011, with concerts on Saturdays from Noon to 3PM on most Saturdays in Summer of 2011. This series of concerts was sponsored by Copeland Properties and the tenants of Court Street Mall. This music series raised awareness for SLO Jazz Festival sponsorships, education, and the SLO Jazz Festival in 2012 to such success that Therese Cron from Copeland Properties is already sponsoring the 2012 Court Street Summer Jazz, now an annual event!

Téka Grand Opening Fundraiser – September 3, 2011 – We held a special concert at the new STAX WINE BAR, CA in Morro Bay, featuring the wonderful music of Brazilian jazz vocalist and guitarist, Téka (see www.newbossa.com), as a benefit for both SLO Jazz Festival and God's Havens for Children. This event was a "sold-out" success and raised money for foster children services.

2012 Summer Jazz Workshop

Mark Pietri, Scott Andrews, James Schoolis, and other members of the SLO Jazz Festival volunteer team are creating a 2012 Summer Jazz Workshop. The vision is to create an annual workshop that fosters student development in the pre-college age students interested in performing jazz and possibly following a jazz career. Music is a serious career and we intend to create scholarships and opportunities for education and performance on an annual basis as part of our non-profit charter.

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805-459-6939
info@slojazzfest.org

a 501(c)3 non-profit organization

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The 2012 1st International SLO Jazz Festival

The 2012 1st International Annual SLO Jazz Festival, San Luis Obispo’s International-quality jazz-related music festival and series of jazz-related music events on the Central Coast, is scheduled for September 29-30, 2012. We offer you the first music festival built from the ground up by musicians and lovers of music. Our program features over a dozen renowned bands on multiple stages throughout San Luis Obispo, centered in our beloved downtown San Luis Obispo, with a Main Stage at Mitchell Park and a side Stage as “Sunday Salsa Day” in the Mission Plaza, which is also home to the Concerts in the Plaza, and numerous other community cultural events. By 2014, we plan to serve more than 12,000 music aficionados and newcomers to the various exciting world-quality jazz-related musical experiences in San Luis Obispo, CA!

Mission Statement

Our mission statement is : “Celebrating jazz and nurturing the human spirit, one event at a time.” Of course, all of our events are centered in San Luis Obispo.

Vision

The SLO Jazz Festival (www.slojazzfest.org) is an organization promoting jazz and jazz-related music; providing top quality live performance art music in SLO County to benefit schools, businesses, wineries, and the SLO music and art community. This is an opportunity for the ENTIRE COMMUNITY to rally and benefit from one of the most exciting music organizations to promote new concerts and education in the past fifty years. Today you can make a difference, by getting involved with SLO Jazz Festival.

Economic Benefit to San Luis Obispo as a Music Center Community

First of all, the Monterey Jazz Festival two hours’ drive up the coast in Monterey, CA, boasts over 50 years’ success presenting the finest in jazz music. Monterey contributes an economic benefit of \$38,000,000 to the local economy. We believe that over time SLO Jazz Festival will contribute significant (millions) of dollars back into the SLO economy, too, not to mention provide countless opportunities for education and numerous opportunities for thousands to be delighted with the quality of music we plan to provide. Other music festivals in San Jose, CA, and San Francisco Jazz, as well as festivals in Southern California, indicate a statewide audience of jazz music lovers to attract to a major festival in San Luis Obispo.

Locally, San Luis Obispo has shown the ability to support other music festivals, ranging from the Choral Festival to Festival Mozaic, a festival with five decades growth and experience attracting luminaries, up-and-coming artists and exceptionally talented orchestral, choral, and studio musicians who come to participate in great music making on the Central Coast. As with classical music, we believe an equivalent base of musicians and music-lovers exists for jazz, along with the aesthetic extravaganza this majestic

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area offers, and the eclectic and stunning variety of venues, all present an optimum environment for a series of jazz-related music festivals.

SLO Jazz Festival Structure

SLO Jazz Festival is in the process of applying for not-for-profit organization with 501(c)(3) tax status. All sponsorships are tax deductible, as we are partnered with SLO Community Foundation for our early sponsorships until our 501(c)(3) tax status is completed (estimated November, 2011). Individuals, businesses, foundations and government funding support the Festival.

TEAM: Our initial festival board comprises Scott Andrews, Festival Director & Founder. Scott was instrumental in launching our first festival and his company, ARRiVE Business Solutions, has successfully launched ElementsLocal’s sales process, and contributed to the launch of StoryAD Network, and other firms. Kevin Costigliolo, Festival Coordinator. Kevin is familiar with all aspects of festival launch, and ran all the events at Pozo Music Festivals last year. His company, Grateful Family Productions, has over a decade of success promoting and running music festivals. Sue Cosper, Treasurer. Sue is an accountant with Longcrier & Associates and a local jazz aficionado. Sue brings both the “newcomer” perspective to the board as well as solid finance skills to keep our numbers in order. In addition, we have volunteers and interns helping with sponsorships, memberships, food & beverage, social marketing, and exhibitors. Jim Davis, M.A., Festival Partnerships. Jim ran Morro Bay Harbor Festival for six years, runs God’s Haven for Children, a non-profit, and also is booking entertainment for Sunset Magazine’s Savor the Central Coast event. Mark Pietri, a local jazz educator from New York City, is our Education Coordinator. We also have Justin Au, former Cal Poly student and member of the Red Skunk Jipzee Swing Band, serving in an advisory role to the local colleges.

We have already built our initial traffic, shuttle, and parking plans. We have our initial permits for Mitchell Park and the Mission Plaza in place. We have received early sponsorship support from Copeland Properties, one bank, three music stores, one telecommunications company, a utility company, and more. We have built partnerships to help cross-promote with SLO Blues Society, San Luis Obispo Symphony, SLO International Film Festival, SLO Blues Baseball, The Chamber of San Luis Obispo, Downtown Association San Luis Obispo, Cuesta College, and Cal Poly.

Events:

We are currently planning a series of jazz-related concerts throughout San Luis Obispo County, including:

1st International SLO Jazz Festival, San Luis Obispo, CA, September 29-30, 2012

We are in negotiations with the promoter to book the legendary Maceo Parker (James Brown’s sax player), Joshua Redman (legendary jazz saxophonist), the up-and-coming band Orgone, as well as

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numerous other swing, jazz, salsa, and R & B bands for this year’s first SLO Jazz Festival, September 29-30, 2012, in Mitchell Park and Mission Plaza in downtown San Luis Obispo. This is a unique opportunity to bring International Quality jazz music to San Luis Obispo.

We aim to attract a crowd of 3,000+ on Saturday, September 29, 2012, and Sunday, September 30, 2012, to downtown San Luis Obispo for our 2nd music festival, the 1st SLO Jazz Festival. In order to achieve this size of crowd, at least two significant headliner acts will be required, one each day, as well as several other musicians and bands with name recognition. We will combine these acts with local music and touring bands to round out the attraction. We also are targeting a major media marketing campaign that will promote the festival in radio, weekly newspapers, and press release advertisements.

Community Benefit

Simply bringing such a variety of excellent talent to the Central Coast will bring enormous benefit for the Central Coast’s restaurants, hotels, and other firms. In addition, local businesses will gain the benefit of increased exposure to possible customers. Schools will benefit through jazz related programs and scholarships we intend to create to nurture further development of great musicians coming from the Central Coast. We also intend to develop jazz scholarships for our local students of jazz music to go to jazz camp and further their individual studies.

How You Can Benefit

We offer many benefits to sponsors of SLO Jazz Festival. With your sponsorship, these can include:

Signage benefits: certain sponsors will have their logo prominently displayed on stage banners.

Media benefits: certain sponsors will receive radio and newsprint mention in our advertising campaign in print (New Times and related free papers from Monterey to Santa Barbara) and radio advertisements (local radio stations such as KPIG).

Mailing benefits: we will mention certain level sponsors in our mailing campaigns. We will send a mailer to over 5,000 people locally through our partner agreements with groups like the Blues Society, Cuesta College, SLO Jazz Federation, Cuesta College, SLO Arts Center, and Arts Obispo.

Print benefits: sponsors will benefit from logo in printed materials, programs, and flyers.

Email benefits: certain level sponsors will receive email mentions in our emails to over 5,000 people.

Shirt & Promotional Item benefits: sponsors will receive printed logo appearance on festival shirts and other promotional items (as practical).

Tax deductible.

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As a sponsor, we can offer you festival benefits for a group of your designation. Of course, in helping us establish this fine music festival in San Luis Obispo, your contribution will be tax deductible. We can also offer you festival benefits (tickets, VIP cruise tickets, future discounts, etc.) for being a sponsor for SLO Jazz Festival (www.slojazzfest.org). Although an “Early Bird” Sponsorship of 3,000 covers our initial costs to secure the deposit for our first “headliner” acts, site permits and city permits and licenses, insurance bond, and the 501(c)(3) expenses, we invite you to participate at whatever level you commit.

Now It Is Time to Come Aboard

Now we seek our 2012 festival sponsors. We invite sponsors to participate at the highest level of sponsorship you can attain to help provide the funding to bring an exciting and vibrant music festival to San Luis Obispo.

We request you agree to provide mailings to your own company’s client list (3 mailings), and issue several press releases to help promote the festival. We will give you the schedule for those events once you pledge your sponsorship. **We also request that you provide payment for any 2011 and 2012 sponsor pledge as soon as possible.** We also ask that you post a “volunteer submission” in key employee break areas of your workplace to help us increase our volunteer staff.

Our Festival Attendees

Ultimately, it will be our 3,000+ festival attendees, the musicians, and those involved in creating such exciting music opportunities in San Luis Obispo who will reap the ultimate joy of jazz-related music. Our objective is to create such a satisfying event that all parties, sponsors, attendees, members, bands, musicians, and their families, continue to be involved year-after-year to build upon the success in ongoing annual festivals.

Now is the time for you to join us and be among the first companies to brand your group as an organization truly dedicated to promoting our fabulous local music scene and helping bringing high quality, world level music to San Luis Obispo.

Please review this packet and contact me as soon as possible with your questions or commitments.

Yours in success,

Scott Andrews, Festival Director
SLO Jazz Festival

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