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SPONSORSHIP OPPORTUNITIES FOR PENSACOLA JAZZFEST 2012

Pensacola JazzFest 2012 will be held from 10 a.m.–7 p.m., Saturday–Sunday, April 14-15 in Seville Square, a beautiful park located in the center of historic downtown Pensacola. The venue location features a sprawling live oak canopy and a picturesque central gazebo used as the main stage. Seating is provided, though many of our attendees bring lawn chairs and picnic baskets, or purchase food from one of our quality food vendors.

JazzFest is a free, family-oriented festival that celebrates all types of jazz and attracts approximately 16,000 enthusiastic listeners over the weekend. The music will include a variety of jazz styles, presented by prominent national, regional and local artists, as well as area college and high school jazz bands. Saturday evening, there is a JazzFest Jam session, with headlining artists mixing it up with each other and with local musicians. There is even a “Kids Jam with Harmonicas and Kazoos” each afternoon for the children. In addition, an arts and crafts exhibition is included to enhance the festival atmosphere and add value for our attendees.

The Jazz Society of Pensacola (JSOP) has been the sole presenter of the Pensacola JazzFest since 1999, following WUWF-FM’s tenure as event presenter. The event is presented as a gift to the community from Jazz Society members and its sponsors, and funds are raised in various ways throughout the year. Over \$10,000 is raised from both JSOP member and non-member donors who are dedicated to seeing this annual event take place.

SPONSOR LEVELS:

Corporate Sponsor: \$1,000 - \$2,499. Benefits include:

- Recognition in the program, website, all advertising and on the JazzFest banner over the stage
- Frequent mention from Jazz Stage
- 10” x 10” Exhibitor Booth space (limited availability)
- Four VIP Badges for admission to the VIP Tent during JazzFest, assuring special patron seating and hospitality

Silver Sponsor: \$2,500-\$4,999. Benefits include:

- Name prominently displayed in the program, website, all advertising and on the JazzFest banner over the stage
- 1/2 page ad in JazzFest Program (distributed free to attendees)
- Your company announced as Silver Sponsor
- 10” x 10” Exhibitor Booth space (limited availability)
- Eight VIP Badges

Gold Sponsor: \$5,000-\$9,999. Benefits include:

- Name prominently displayed in the program, website and all advertising
- Separate banner with name and company logo
- Full page ad in JazzFest Program (distributed free to attendees)
- Your company announced as Gold Sponsor
- Invitation to participate on JSOP JazzFest Steering Committee
- 10” x 10” Exhibitor Booth space (limited availability)
- Sixteen VIP Badges

JazzFest Premier Sponsor: \$10,000+. Benefits include:

- Name prominently displayed in the program, website and all advertising
- Prominent display banner identifying your company as “JazzFest Premier Sponsor”
- Full page ad in JazzFest Program (distributed free to attendees)
- Your company announced as JazzFest Premier Sponsor
- Your company name appearing in all media references to JazzFest, i.e. “Pensacola JazzFest sponsored by (your company name)”
- 10” x 10” Exhibitor Booth space (limited availability)
- Sixteen VIP Badges



PENSACOLA JAZZFEST 2012 HEADLINERS

The 29th Annual Pensacola JazzFest scheduled for Saturday and Sunday, April 14-15, 2012, will feature:

Champion Fulton

Pianist/vocalist Champion Fulton began studying piano at the age of five, and later took up singing, drums, and trumpet before eventually settling on piano and vocals. Her family moved to Iowa in 1994 after her father Stephen Fulton became director of the Clark Terry Institute for Jazz Studies. Champion participated in the summer camp jazz program there, where she met other young jazz musicians from her area and formed the Little Jazz Quintet. In 1999 Champion's family relocated to Norman OK, where Champion continued to play with her new band while attending high school, appearing at a number of regional jazz festivals. After graduating as valedictorian of her high school in 2003, Fulton moved to New York to pursue a degree in jazz piano performance at SUNY Purchase Music Conservatory. More information can be found at www.champion.net



Linda Dachyl

Linda is a performer, composer, and music instructor at Kenyon College, Ohio. Her playing experience includes jazz, blues, rock, and classical music genres. She is involved with Tony Monaco's "Mother Hen" organization to provide educational instructional materials for Hammond B3 players and other keyboardists. She holds a Bachelor of Music in Jazz Performance and a Master of Arts in Percussion Pedagogy. Linda's "LDB3 and Frienda" 2006 release, "Blue Bop" has received very favorable local and national reviews and also charted for 6 weeks on jazzweek.com. In the summer of 2006, Linda's second release on Chicken Coup Records, "For Hep Cats" was released nationally on January 8, 2008 and achieved a chart position of No. 45 on the jazzweek.com Top 100. More information is available at www.dachyl.com



Jeff Lorber

Keyboardist and composer Jeff Lorber has become a prominent figure in the movement known as jazz fusion—a marriage of traditional jazz with elements of rock, R&B, funk and other electrified sounds. Lorber first honed his craft in Portland, Oregon, and rapidly expanded to reach to a national and international audience. Born in Philadelphia, Lorber began playing piano when he was four years old and later studied at Berklee College of Music. His group Jeff Lorber Fusion released their debut album in 1977. Lorber's solo career was launched with the release of "It's a Fact" in 1982. After a prolific stretch culminating with the highly successful "Private Passion" in 1986, Lorber took a break from recording his own material, opting instead to do session work and produce other artists. In 1991 he released "Worth Waiting For" while continuing to produce. Several more acclaimed recordings followed, and his most recent, "Now Is The Time" was released in 2010. More info is available at www.lorber.com



Roman Street

Roman Street is a energetic band from Mobile, AL dabbling in the arts of "new" flamenco, smooth and not-so-smooth jazz, and its own brand of fusion style music with a youthful and spontaneous approach to musical expression. The guitarists of Roman Street are internationally trained, seeking to incorporate their travels and experiences into their musical expression. The band as a whole seeks to create a unique sound by blending old styles and techniques with a modern twist, and conversely, giving modern music styles a historical elegance. The result is a style that appeals to the young and old alike; a juxtaposition of the new and the traditional that has something for every music lover. Through a varied repertoire and unique composition, they endeavor provide some enjoyment for everyone who hears them. More information can be found at www.romanstreet.com



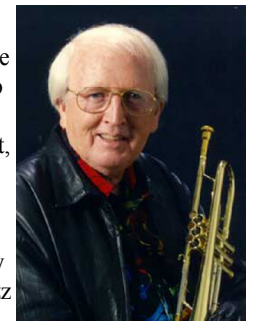
Louis Ford & His New Orleans Jazz Flairs

Louis is a second-generation New Orleans musician. His father, Clarence Ford, was a phenomenal musician whose career spanned three decades, performed with many great entertainers such as Fats Domino. Like his father, Louis is an accomplished clarinetist and saxophonist, truly dedicated to the preservation of jazz. Born and raised in New Orleans, Louis studied under professor Kidd Jordan at Southern University in Music Performance. Louis graduated from Loyola University with a degree in music education. Louis will be joined by a fine group of New Orleans musicians, known as the New Orleans Jazz Flairs.



Dan McMillion Jazz Orchestra

Dan's musical career started in junior high, where he studied trumpet with his band director and pro trumpet players in the Detroit area. In his teens, he was working with bands in and around Detroit, where he played in a jazz club that featured national acts. Dan gained experience backing Joe Williams, Peggy Lee and Carmen McRea. In the early 60's, Dan played with the the Woody Herman Orchestra. Dan has been leading his Jazz Orchestra for over 15 years playing through the Southeast. In 2002 his "Got The Spirit" CD was nominated for a Grammy award. The Dan McMillion Jazz Orchestra has recorded six CD's on the Seabreeze Jazz label, and the recordings have been receiving rave reviews in major jazz publications in the US and Europe, including Jazz Improv magazine, JazzTimes and Jazzis. "High Octane" is his latest release, and was dedicated to the memory of the late jazz trumpeter Maynard Ferguson, who was a personal friend and inspiration for Dan. In addition to festivals and performing art centers, Dan is also active in music education conducting clinics and concerts in high schools and colleges.



In addition to the outstanding headliners...

The Pensacola JazzFest will include:

- Top-quality regional and local jazz performers and bands
- A performance by the winner of the 2012 Phillips Jazz Piano Competition, in conjunction with the University of West Florida
- Performances by the winners of the 2012 JSOP Student Jazz Competition
- A VIP Tent, with catered light fare and soft drinks, tables and chairs, available to Sponsors and VIP donors, with close proximity to the stage
- A free “Jazz Jam for Kids” with complimentary harmonicas and kazoos, to introduce our youngest attendees to the joy of making music with others
- A Saturday evening “Jazz Jam Session”, where the headlining artists mix it up on stage with everyone from local artists to student jazz musicians
- An Arts & Crafts Exhibition, showcasing fine art, handmade items, clothing, jewelry, and other items
- A beer and wine tent, offering adult refreshments, the sale of which help to support the JazzFest
- A JazzFest merchandise tent, with a fine selection of JazzFest t-shirts, hats, etc., as well as CD’s by performing artists
- A JazzFest poster booth, with the winning 2012 JazzFest poster available for sale, along with posters from past years and original artwork submitted as part of the competition for this year’s design
- A children’s area, with activities and games to entertain the kids
- A variety of quality food vendors, offering everything from regional food specialties and ethnic foods, to fresh-squeezed lemonade and root beer floats.

PENSACOLA JAZZFEST 2012 EVENT MAP

