



12TH ANNUAL



**SPRINGFIELD
JAZZ & ROOTS
FESTIVAL**

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVELS

| | Sax | Trumpet | Piano | Bass |
|---|--------------|---------------|-------------|---------------|
| PRIME SPONSORSHIPS | \$10K | \$7.5K | \$5K | \$2.5K |
| Performer intro (at the event) | X | | | |
| Sponsor booth (at the event) | X | | | |
| Logo on all email blasts (reach 5,500+) | X | X | | |
| Mention in press releases | X | X | | |
| Ad slide (at the event) | X | X | | |
| On stage mention (at the event) | X | X | X | |
| Exclusive logo slide (at the event) | X | X | X | |
| Exclusive social media post (company logo) | 2 | 1 | 1 | |
| Group logo slide (at the event) | X | X | X | X |
| Group social media post (company logo) | X | X | X | X |
| Logo on lineup poster | X | X | X | X |
| Logo on event passes | X | X | X | X |
| Logo on sponsor banner (at the event) | X | X | X | X |
| VIP pass(es) | 5 | 3 | 2 | X |
| Logo and link on the website | X | X | X | 1 |
| Logo on the lineup email blast (reach 5,500+) | X | X | X | X |



OVER
2,200
MUSIC ARTISTS

**NATIONALLY &
INTERNATIONALLY
ACCLAIMED**

**SPONSORSHIP
LEVELS**

OVER
75,000
ATTENDEES

**SINCE THE FIRST
ANNUAL FESTIVAL
IN 2014**



\$1K OPPORTUNITIES

- (10) Performer introduction on social media (not main act)
- (1) Lineup email header ad (reach 5,500+)
- (4) Lineup email block ads (reach 5,500+)
- (1) Lanyards (logo printed)
- (1) Security shirts (logo printed)
- (1) Staff shirts (logo printed)
- (1) Green Team staff shirts (logo printed)
- (10) Exclusive logo / ad slide (at the event)
- (10) "Jazz Friend": (1) VIP pass, limited festival art shirt
- (1) "Jazz It Up" wrist bands (encouraging message)
- (4) Second Line parade (walk with logo sign)

LOOKING FOR MORE?

Contact us for more creative sponsorships designed just for you.



The **Springfield Jazz & Root Festival** is a free annual event that draws more than **7,000 attendees** from diverse backgrounds to downtown Springfield. The **family-friendly festival** showcases music, art, and education with a focus on social justice.

Hosted by the **nonprofit Blues to Green**, the festival is a community-driven initiative supported by devoted volunteers, generous donors, and sponsors like you.

By becoming a tax-deductible sponsor, you not only show your commitment to the community but also gain valuable exposure for your business to thousands of potential customers.

