

# SPRINGFIELD JAZZ & ROOTS FESTIVAL

CELEBRATING COMMUNITY, CULTURE  
& CONNECTION THROUGH MUSIC



## SPONSORSHIP OPPORTUNITIES

Be a sponsor of the 13th annual Springfield Jazz & Roots Festival! Your tax-deductible contribution supports an event that celebrates culture, community, and connection — and gives your business visibility before an engaged, diverse audience of over 6,000+ attendees.

PRESENTED BY

BLUES  
GREEN



# ABOUT THE FESTIVAL

Each July, downtown Springfield transforms into a lively, multi-day celebration of the music and cultures of the African diaspora—with stages, food, art, and activities for all ages.

## HIGHLIGHTS

**6,000+** attendees across two days

**130+** musicians, including

**40+** local artists and **45** youth performers

**16–20 live performances**

jazz, funk, soul, Afro-Caribbean, Latin, and world music

**25–30** local vendors, many BIPOC- and women-owned

**10–18** community and school partners offering arts and cultural programming

**500–900** participants in hands-on art and family activities

**\$200,000+** estimated local economic impact



# NEW OPPORTUNITIES

## PRESENTING SPONSOR

Exclusive partnership with top-tier visibility across all festival materials and media.

## ARTIST SPONSORSHIPS

Underwrite a specific headline or emerging artist and be recognized on stage and in all related promotions.

## DOWNTOWN BUSINESS COUNCIL

Collective underwriting for the Friday Night Showcase (\$50K+ annually).

## VENUE & RESIDENCY PARTNERSHIPS

Sponsor programming at the Hope Center and other key venues.

## FRIENDS OF JAZZ & ROOTS SOCIETY

Individual giving (\$250-\$10K) with recognition and event invitations.

## CREATIVE SPONSORSHIPS

Custom packages for the Second Line Parade, Green Team, or Artist Hospitality.

# SPONSORSHIP LEVELS



## BECOME A SPONSOR

A free, family-friendly celebration linking music, art, and social justice. The festival provides paid opportunities for artists and educators, and performance and mentorship opportunities for youth. Beyond the weekend, Blues to Green continues its mission year-round through artist residencies and creative initiatives that use the arts to bring people together and inspire positive change.

### \$10,000 SAXOPHONE LEVEL

- Performer intro (at the event)
- Sponsor booth (at the event)
- Mention in press release
- Ad slide (at the event)
- On stage mention (at the event)
- Exclusive social media post (company logo)
- Logo on all email blasts (reach 5,500+)
- Logo on lineup poster
- Logo on event passes
- Logo on sponsor banner (at the event)
- VIP passes (5)
- Logo and link on the website

### \$5,000 TRUMPET LEVEL

- Exclusive logo slide (at the event)
- On stage mention (at the event)
- Exclusive social media post (company logo)
- Logo on all email blasts (reach 5,500+)
- Logo on lineup poster
- Logo on event passes
- Logo on sponsor banner (at the event)
- VIP passes (4)
- Logo and link on the website

### \$2,500 TROMBONE LEVEL

- Group logo slide (at the event)
- Group social media post (company logo)
- Logo on the lineup email blast (reach 5,500+)
- Logo on lineup poster
- Logo on event passes
- Logo on sponsor banner (at the event)
- VIP passes (3)
- Logo and link on the website

### \$1,500 PIANO LEVEL

- Group logo slide (at the event)
- Group social media post (company logo)
- Logo on sponsor banner (at the event)
- VIP passes (2)
- Logo and link on the website

### \$500 BASS LEVEL

- Group logo slide (at the event)
- Logo and link on the website

### \$1,000 GUITAR LEVEL

- Group logo slide (at the event)
- Group social media post (company logo)
- VIP passes (1)
- Logo and link on the website

### CONTACT

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