

# Sponsorship Packet

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## Ocean City Jazz Festival

**Saturday July 1 & Sunday July 2, 2017**

from 5:00 pm ~ 10:00 pm

2649 Island Drive ~ in North Topsail Beach, NC



[OceanCityJazzFest.com](http://OceanCityJazzFest.com)

### HOW DO I SPONSOR THE EVENT?

- Please read the attached information on the benefits of being one of the sponsors of this event.
- Review the different levels and decide on which one you are interested in.
- Contact us at [info@oceancityjazzfest.com](mailto:info@oceancityjazzfest.com) or call 919-632-9489 or mail the attached application with your selection.
- Then the promotion for your company can begin!

The Ocean City Jazz Festival Produced by The Ocean City Beach Citizens Council ~ Ph: 919-632-9489  
[www.OceanCityJazzFest.com](http://www.OceanCityJazzFest.com) ~ [info@oceancityjazzfest.com](mailto:info@oceancityjazzfest.com)

# Overview

The 8<sup>th</sup> annual Ocean City Jazz Festival is a premier annual musical showcase that celebrates jazz legends and up-and-coming jazz greats in a beach setting during the July 4<sup>th</sup> weekend. Attendees will enjoy a wide spectrum of world-class jazz singers and musicians. The Ocean City Jazz Festival is held in the historic Ocean City community and is produced by the community's non-profit organization, the Ocean City Beach Citizens Council. It is the mission of the festival to provide:

1) sustainability for the Ocean City community and preserve its history; 2) superior Jazz entertainment; 3) revenue for the renovation and maintenance of the historical buildings in the community and 4) assistance to other local non-profit organizations.

Festival sponsorship offers opportunities to advance your company's brand in local and state markets. The local Island market alone draws 50,000 people per day during the peak season with July 4<sup>th</sup> weekend being at its apex.

## COVERAGE/ IMPRESSIONS

These are just a few of the publications and radio stations that we have partnered with to promote our event over the years:

- Print: The Jacksonville Daily News with average daily circulation of 21,430; The Wilmington Star with average daily circulation of 36,000; The Fayetteville Observer with average daily circulation of 40,000; The Raleigh News and Observer; Coastal Magazine, Topsail Advertiser and Our State Magazine
- Radio: WNCU and Penguin
- Online: Campaigns with WRAL (415,000 registered users, 171,000 twitter followers, 299,000 Facebook followers). WRAL.com is the #1 local website reaching nearly half of all frequent online users. The event has its own Facebook page with hundreds of fans. It is also listed on over 100 event listing websites
- TV: We have partnered with Public Broadcasting which produced interviews with the artists and community spokesperson
- Publicity: Our publicist sends the press release to thousands of contacts in her media list
- Mobile Application: Listed in Onslow County and Topsail Island mobile app

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## **AUDIENCE PROFILE**

Annual Attendance: 1000

Audience is middle to upper income

Education High School Diploma to Professional Degrees

Age: 61% ages 25-54  
16% ages 55-90

Gender: The audience is 56% female and 44% male.

Geographic (Majority States Attending): 55% from NC, followed by SC, GA, VA, DC, CA, NY, MA

Event sponsorship offers unparalleled opportunities to advance your company's brand, including being featured in our extensive regional marketing campaigns that reach thousands of households in our region.

## **AUDIENCE DEMOGRAPHICS**

22% Professionals

61% Undergraduate Degree

32% Graduate/Post Graduate Degree

36% Married



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# Event Promotion & Sponsor Benefits

**PROMOTION/MARKETING:** The Ocean City Jazz Festival will be aggressively marketed throughout the Raleigh/Durham, Fayetteville/Ft. Bragg, Greensboro, Wilmington and Jacksonville/Camp Lejeune areas and on the World Wide Web. Publicity and promotion will consist of extensive multi-media campaigns of TV, print, radio and on-line, as well as posters, and fliers distributed throughout the Area prior to the event.

**PROGRAM/INSERT:** With the help of a key media partner we will insert a beautiful event program into the partner's newspaper, as a supplement, one week prior to the event. Additional copies of the program will be distributed at the event.

**THE WEB:** The official event website is located at [www.OceanCityJazzFest.com](http://www.OceanCityJazzFest.com) and will be promoted in all materials related to the festival. The event will be listed on all regional and national websites that have a calendar listing section.

**RADIO:** The event will be publicized on a number of local radio stations via promotional spots and 30 to 60 second spots.

**PRINT:** We will be partnering with several newspapers to help promote and advertise the event.

## **BENEFITS AS A SPONSOR:**

- Branding/marketing at an Event that has an uncluttered field.
- Have access to one of the most sought after demographic niches in the country. This is an exceptional opportunity to reach a sophisticated market.
- Reach a large audience with repeated impressions. Your company name and/or logo will appear on the event's poster and in all promotional materials, including the official festival website.
- A unique opportunity to engage with people. Event attendees are a captive receptive audience that has time to look, listen and hear about your products and/or services.
- Develop new business contacts. The Event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- Demonstrate, sample or test market your product. Receive instant responses about your products and/or services from attendees.
- Show your company's commitment to the arts and local community.
- Help promote community outreach. The event provides a unique opportunity for the community to come together. The community has a long tradition of supporting its benefactors.

# Sponsor Packages

Benefits	Package Level						
	\$20,000	\$10,000	\$5,000	\$3,500	\$2,500	\$1,000	\$500
Name In Event Title	★						
Category exclusivity for 2017	★						
Pavilion Tent Exterior Signage (sponsor provides)		★					
Main Stage Signage (sponsor to provide signage)			★				
Silent Auction Signage (sponsor provides)				★			
Event Site Signage/Yard Signs (sponsor provides)					★		
Logo on Souvenir Seat Cushion	★	★					
Program Advertisement Page	2 Full Pages	Full Page	Full Page	Full Page	Full Page	½ Page	¼ Page
Event Tickets	15	12	10	8	5	4	3
Logo or Company Name on Radio and TV Advertisements	★	★					
Logo or Company Name on Mesh Borders Fencing Advertisement	★	★	★				
Logo or Company Name on Printed Advertisements	★	★	★				
Logo on Swag Bag	★	★	★				
Logo On Step and Repeat	★	★	★				
One Minute Speaking Opportunity	★	★	★				
Large Banner at 10ft x 10ft Space (sponsor to provides)	★	★	★				
10ft x 10ft Space (table & chairs provided) Sponsor to provide Tent	★	★	★	★			
3ft x 3ft Space (table & chairs provided for additional \$100) sponsor to provide tent					★	★	★
Banner in Main Tent(sponsor provides)	★	★	★	★			
½ Banner (sponsor provides)					★	★	★
Promotional Coupon in Swag Bag	★	★	★	★	★	★	★
Official Sponsor Merchandise	★	★	★	★	★	★	★
Logo & Link on Festival Website	★	★	★	★	★	★	★

# Ocean City Jazz Festival Sponsor Application

Please fill out and email or mail to: \_

[info@oceancityjazzfest.com](mailto:info@oceancityjazzfest.com)

Ph 919-632-9489

OCJF, PO Box 1207, Sneads Ferry, NC 28460

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## LEVEL

I would like to sponsor at the level of (please check one):

- |                          |   |          |
|--------------------------|---|----------|
| <input type="checkbox"/> | Title Sponsor   | \$20,000 |
| <input type="checkbox"/> | Pavilion Tent Sponsor   | \$10,000 |
| <input type="checkbox"/> | Main Stage Sponsor  | \$5,000  |
| <input type="checkbox"/> | Platinum Sponsor  | \$3,500  |
| <input type="checkbox"/> | Gold Sponsor  | \$2,500  |
| <input type="checkbox"/> | Silver Sponsor  | \$1,000  |
| <input type="checkbox"/> | Bronze Sponsor  | \$500    |
| <input type="checkbox"/> | In-Kind Sponsor valued at   | \$ _____ |
| <input type="checkbox"/> | In-Kind Media Sponsor valued at   | \$ _____ |
| <input type="checkbox"/> | I would like to personalize my sponsorship level, please contact me to discuss the cost |          |

**PAYMENT INFORMATION (please check one): One half of sponsorship due with application submission. The remaining balance due May 1, 2017**

- Check enclosed  
 Payment will come later  
 Invoice me

OCBCC dba OCJF Tax ID# 30-0804251

Make all checks payable to Ocean City Jazz Festival and mail to PO Box 1207,  
Sneads Ferry, NC 28460

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