

2024
July 5 - July 7

14th Annual Award Winning
**OCEAN CITY
JAZZ FESTIVAL**

North Topsail Beach, NC
Jazz With A Higher Purpose



SPONSORSHIP BENEFITS & OPPORTUNITIES

The Ocean City Jazz Festival (OCJF) is North Topsail Beach's premier cultural event organized by the Ocean City Beach Citizens Council, a 501 c3, non-profit corporation. The Jazz Fest, which takes place the weekend of the July 4th holiday, features local and nationally recognized musicians.



910-459-9263



info@oceancityjazzfest.com



oceancityjazzfest.com



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DEAR POTENTIAL PARTNERS

We are excited to extend an invitation to you to be a part of the 14th annual Ocean City Jazz Festival. This 3-day festival is a celebration of jazz and the 75th anniversary of the historic Ocean City Beach Community.

We are centrally located on Topsail Island, one of the top 10 summer vacation destinations in the US, and have a highly visible street presence and strong traffic count. This provides an excellent opportunity for your brand activation paired with an outstanding social cause.

The Jazz Fest, which takes place the weekend of the July 4th holiday, features local and nationally, recognized musicians. In addition to reaching a large and key demographic, your company should consider sponsoring the Ocean City Jazz Festival because:

- Sponsoring OC Jazz events will help you build market share
- Enhance your brand and reach new customers
- The Jazz Festival will help you get your message across in engaging ways
- Employees want to live and work in a vibrant community
- Jazz fosters a creative environment, which is among the top applied skills sought by employers
- Jazz creates an environment that blends backgrounds, ethnicities, cultures and
- Sponsoring the arts is an effective way to demonstrate community and employee appreciation.

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OCEAN CITY STORY

HISTORY OF OCEAN CITY BEACH

After World War II, Edgar Yow, an enterprising white Wilmington attorney and former Wilmington mayor purchased six miles of beach property on Topsail Island. As mayor, Yow realized that in the Jim Crow era there was a need for beachfront recreational opportunities for African-Americans. Therefore, in 1949, The Ocean City Beach Community was founded. This beach community was the only place African-Americans could purchase coastal property in North Carolina at the time. The Ocean City Beach Community was inducted to the Jacksonville-Onslow African American Heritage Trail in 2014 and to the North Carolina Civil Rights Trail in 2022.

HISTORY OF JAZZ FESTIVAL

In 2009, to celebrate the community's 60th anniversary, a Fayetteville, NC jazz saxophonist and his accompanists provided entertainment on the porch of the Community Center. All in attendance, both visitors and residents enjoyed the celebration, launching the annual Ocean City Jazz Festival as a vehicle to promote and celebrate the history of the Ocean City Beach Community. The Festival has grown annually in attendance and features nationally recognized jazz artists making it a perfect venue and destination for the summer.

OUR MISSION

The Ocean City Jazz Festival is committed to presenting the gold-standard of jazz by producing a showcase event that raises an appreciation of the genre of jazz, fosters economic growth, unites artists and attendees, and inspire a new generation culturally through the history of the Ocean City Beach Community. We desire to showcase the event and increase its positive impact on Topsail Island and the broader area. Enhance the festival's commitment to being the destination site for tourism. Create unique memories for our attendee and stay culturally and artistically grounded.

OUR VISION

The vision of the Ocean City Jazz Festival is to:

- Enhance sustainable economic growth for the Ocean City Beach Community.
- Improve the environmental health of the Ocean City Beach Community.
- Preserve history of community.



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Celebrating 75 Years



VACATION Economically At Ocean City Beach
 (OCEAN CITY ON TOPSAIL ISLAND)
 Assisted by the Bureau of U. S. Shipping, 1917 - 1923. Bldg. 20 Miles North of Washington, DC. Building No. 27

Featuring:

- Ocean City Fishing Pier
- Ocean View Dining Room
- Ocean City Motel

Under Management of James Richburg

OCEAN CITY FISHING PIER
 New Open And Continuing Through November.

- 1. Fishing 12 Hours A Day
- 2. Fishing 24 Hours A Day
- 3. Fishing 36 Hours A Day
- 4. Fishing 48 Hours A Day
- 5. Fishing 60 Hours A Day
- 6. Fishing 72 Hours A Day
- 7. Fishing 84 Hours A Day
- 8. Fishing 96 Hours A Day
- 9. Fishing 108 Hours A Day
- 10. Fishing 120 Hours A Day

ONLY FISHING PIER ON THE SOUTH ATLANTIC COAST FOR NEGROES!

OCEAN VIEW DINING ROOM
 New, Beautifully Decorated Dining Room Overlooking The Atlantic Ocean!
GRADE - A - HEALTH RATING
 Includes in garden, balcony, and pool - swimming of Bath, 24, and 25, and 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.





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OUR IMPACT

ENVIRONMENTAL SUSTAINABILITY

The Ocean City Jazz Festival is committed to reducing its impact on the environment. We strive to improve our environmental performance and commit ourselves to additional projects and activities that will further reduce our footprint on the environment. We collaborate with like-minded organizations such as OceanFest, the NC Coastal Federation, NC Seagrant and others. Our commitment to the environment extends to our attendees, volunteers, and the community in which we operate.

We are committed to:

- Complying with all applicable environmental regulations to prevent pollution whenever possible
- Training all of our volunteers about our environmental program and empower them to contribute and participate
- Communicating our environmental commitment and efforts to our attendees, volunteers, and our community
- Continually improve over time by striving to measure our environmental impacts by setting goals to reduce these impacts each year.

The funds generated from the festival are used to sustain, and amplify the community's constant campaign to curtail the threats of erosion and rising sea levels, provide economic independence, engage, amplify, and promote the history Ocean City Beach Community .

- Reinforce the Dunes
- Purchase sea grass
- Sand pushes
- Purchase ADA mats and materials
- Rope, stakes, tools for the annual installation of used Christmas trees at the foot of Dunes
- Replace community beach access or crossover
- Landscaping and maintenance for community signs and North Carolina Civil Rights Trail Marker
- Landscaping and maintenance for strategically located Rain Gardens that help alleviate flooding of the community

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MORE IMPACT

ECONOMIC SUSTAINABILITY & COMMUNITY INVESTMENT

- Capital funds to purchase distressed properties for the Ocean City Land Trust
- Arts and musical education
- Bringing awareness to the area and its historical founding
- Capital Funds to construct a multipurpose community center that would be a source of income for the community by renting it for Beach Weddings, Receptions, and house a museum open for paid tours and school trips



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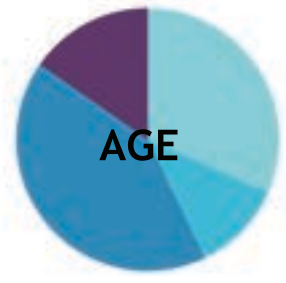
FESTIVAL DEMOGRAPHICS



- ATTENDED 1-5 YEARS 44%
- ATTENDED 6-9 YEARS 34%
- FIRST TIME VISITORS 22%



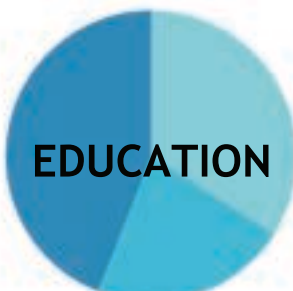
- BLACK 57%
- CAUCASIAN 35%
- HISPANIC OR LATINO 5%



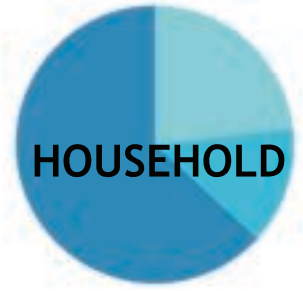
- AGE 25-36 11%
- AGES 37-48 15%
- AGES 49-65 41%
- AGES 65+ 31%



- MALE 45%
- FEMALE 55%



- UNDERGRADUATE 39.1%
- POST-GRADUATE 30.9%
- OTHER 30%



- COUPLE, WITH CHILDREN 60%
- COUPLE, NO CHILDREN 22%
- SINGLE, NO CHILDREN 13%

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SPONSORSHIP PACKAGES

	PRESENTING \$50,000	HERITAGE \$30,000	DIAMOND \$20,000	PLATINUM \$10,000	GOLD \$5,000	BRONZE \$2,000	FRIEND \$1,000
OPPORTUNITY TO UNDERWRITE A HEADLINER	✓						
LOGO ON SEAT CUSHION	✓						
LOGO ON DEVICE CHARGING STATION	✓	✓					
MEET AND GREET WITH JAZZ FESTIVAL PERFORMERS	✓	✓					
ACCESS TO VIP LOUNGE	✓	✓					
OFFICIAL ACKNOWLEDGMENT ON STAGE DURING JAZZ FESTIVAL	✓	✓	✓				
YOUR PROMOTIONAL MATERIAL IN SWAG BAG	✓	✓	✓				
SEATING IN PRIME LOCATION	✓	✓	✓	✓			
EVENT STEP AND REPEAT BACKDROP	✓	✓	✓	✓			
BANNER ON SITE - SPONSOR PROVIDED	Pavillion Tent Banner	Full Banner	Full Banner	Half Banner			
INTERVIEW DURING REMOTE BROADCAST	✓	✓	✓	✓			
ADVERTISEMENT IN PROGRAM	Cover Page	Premium Full Page	Full Page	Premium Half Page	Half Page		
ALLOCATED VENDING SPACE	30x10	30x10	20x10	20x10	10x10	10x10	
LOGO ADVERTISING WITH FESTIVAL PROMOTIONS	TV, Radio, Print, Web & Social Media	TV, Radio, Print, Web & Social Media	TV, Radio, Print, Web & Social Media	Print, Web & Social Media	Social Media & Web	Social Media & Web	Social Media & Web
NAME ACKNOWLEDGEMENT IN PROGRAM	✓	✓	✓	✓	✓	✓	✓
TICKETS TO FESTIVAL (# OF TICKETS ACCORDING TO SPONSORSHIP AMOUNT)	20 Tickets	15 Tickets	12 Tickets	10 Tickets	8 Tickets	6 Tickets	4 Tickets



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CALL TO ACTION

BECOME A 2024 SPONSOR

- Reach a Key Demographic
- Enhance Your Brand and Reach new customers

The community has a long history of supporting its benefactors. Please contact us or visit our website to learn about how your business can become a supporter of the 2024 Ocean City Jazz Festival.


SPONSOR TESTIMONIALS

"Sponsoring the Ocean City Jazz Festival helps us communicate with one of our target audiences, demonstrating our shared values. We enjoy attending the festival, supporting local Black history, and promoting jazz music. We sponsor year after year."

Saad & Shaw -
Comprehensive Fund Development

"Lewis Realty gladly sponsors the Ocean City Jazz Fest to not only promote the arts but to help preserve our community's history. Lewis Realty also benefits through engagement and relationships with visitors that result in increased business."

Chris Rackley,
President Lewis Realty

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**THANK
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