



2020 St. Charles Jazz Weekend



2019 Demographics

- 34 Jazz Performers
- 15 Venues
- 65,000 Impressions through print ads in local media
- 280,795 impressions through online ads
- 1,200 Posters & Rack Cards passed out to businesses & sponsors
- 2,500 Coasters passed out to all restaurants/bars with performances
- 17 Concrete stickers were placed outside every venue with performances the week before
- 40,000 cars per day see the 12 Main Street promotional parade banners with Presenting and Gold Sponsor logos
- 96,100 impressions on social media alone

Presenting Sponsor

\$5,000

- Logo prominently displayed on up to six Main Street Promotional Jazz Weekend banners, with a reach of more than 40,000 cars per day
- Two dedicated social media posts featuring your company with over 16,000 followers on Facebook
- Company name or logo on a large banner in the plaza
- Logo prominently placed on all marketing materials, event schedules and online communications
- Logo prominently placed in all advertising including print, newspaper and magazine ads
- Logo on concrete stickers placed at the door of every venue promoting the event for at least 1 week before Jazz Weekend
- Prominent logo placement with hotlink on the Alliance's website
- Company name mention in all press releases distributed to all local and regional media and the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- VIP seating reserved for you and your guests at agreed upon venue
- Company name in "thank you" ad

Gold Level Sponsor (6 Available)

\$2,000

- Logo displayed on up to three Main Street Promotional Jazz Weekend banners, with a reach of more than 40,000 cars per day
- One social media posts featuring your company with over 16,000 followers on Facebook
- Shared logo placement on a large banner in the plaza
- Logo placement on marketing posters, event schedule/brochure and some online communications
- Logo placement in all advertising including print, newspaper and magazine ads
- Logo placement with hotlink on the Alliance's website
- Company name mention in press release distributed to all local and regional media and the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in "thank you" ad

Silver Level Sponsor (8 Available)

\$750

- One social media posts featuring your company with over 16,000 followers on Facebook
- Logo placement on marketing posters, event schedule/brochure and some online communications
- Logo placement with hotlink on the Alliance's website
- Company name mention in press release distributed to all local and regional media and the Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in "thank you" ad

Musician Sponsor (10 Available)

\$300

- Logo placement with hotlink on the Alliance's Website
- Company name mention in Alliance's bi-monthly E-Newsletter emailed to over 4,000 subscribers
- Company name in "thank you" ad