



2026 JAZZ WEEKEND VENUE BENEFITS

JAZZ

WEEKEND

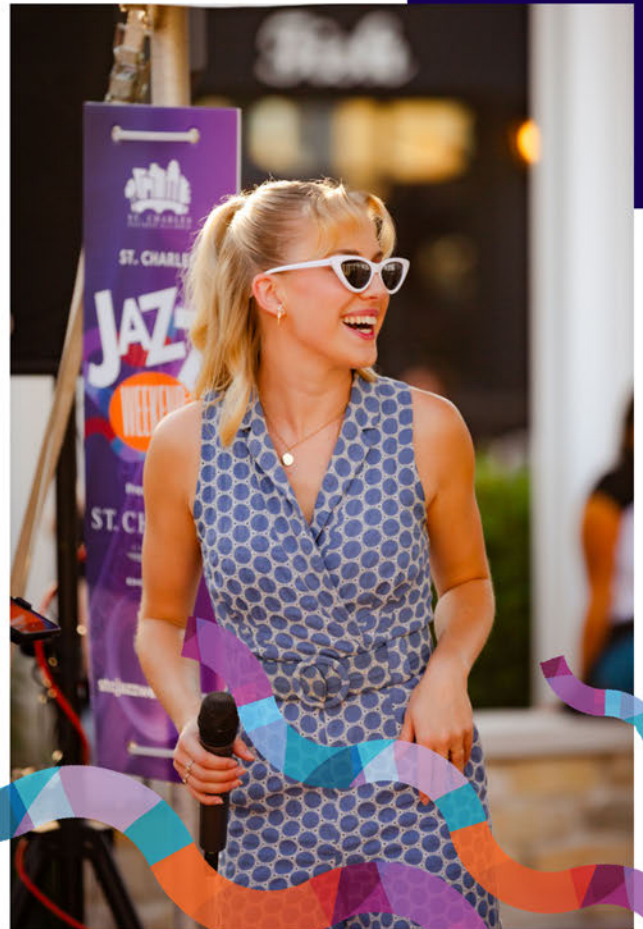
September 10th-13th

ABOUT THE EVENT

St. Charles Jazz Weekend is a four-day event celebrating live jazz music throughout St. Charles. Participating businesses host jazz performances ranging from soloists to big bands, creating a lively atmosphere that encourages visitors to explore multiple establishments, dine locally, and shop throughout the weekend.

Live music will take place from mid-day through the evening, with additional performances on the 1st Street Plaza on Saturday and Sunday. Participating is a great opportunity to attract customers, enhance the guest experience, and be part of a community-wide event.

2025 Facebook Photo Album - <https://www.facebook.com/media/set/?set=a.1203787458449367&type=3>



51

Live
Jazz Performances
in 2025



21

Venues
Participated



55+

Radio Spot
Features



308K+

People Reached
Thru
Digital Ads



12K+

Website
Sessions

STCJAZZWEEKEND.COM

MARKETING BENEFITS: WE HELP PROMOTE YOU

- Venue name prominently featured on marketing posters and rack cards.
- Venue name in the event schedule brochure.
- Venue name is hyperlinked back to your website on the Jazz Weekend's website.
- Jazz performances and their locations are featured in the events section of the Travel St. Charles App and the new kiosks on the 1st Street Plaza.
- Receive a concrete sticker to display outside your venue to promote the event for at least one week before the event.
- Venues who are restaurants will receive coasters to distribute out to patrons to promote the event.



PARTICIPATION FAQ

Q: Who books the jazz performances?

A: The participating business is responsible for booking and paying for the jazz performer(s).

Q: I'm not familiar with Jazz, is there a contact to help me book a jazz performer?

A: Yes. We are happy to provide participating businesses with recommendations and local jazz performer contacts to help make the booking process easy. We can also recommend performers based on your budget. Contact us at info@stcalliance.org

Q: I have my performance picked out. What do I do next?

A: Before booking, please let us know the date, time, and performer. The Alliance must preapprove of the performance in order for it to be included on marketing materials.

To maintain the integrity of the event, the Alliance reserves the right to disapprove a performance if the performer is not considered a true jazz musician.

Q: Can I charge attendees to attend?

A: Yes. However, we do recommend offering your performance as free to attend to help maximize exposure and attendance. If you do choose to charge admission, we ask that pricing be reasonable and appropriate for the event.

Q: Can I have multiple performances?

A: Yes! A participating business can have multiple performances throughout this four-day event.

Q: What businesses can participate?

A: Any business located in St. Charles can participate, including retail shops, restaurants, bars, music venues, coffee shops, etc.

Q: When is Jazz Weekend?

A: The 2026 Jazz Weekend will take place Thursday, September 10th thru Sunday, September 13th.