

COLA
JAZZ
Fest

SPONSOR PACK

2024 MAIN STREET JAZZ FEST

powered by **ColaJazz Foundation**





ABOUT

2024 MAIN STREET JAZZ FEST

powered by **ColaJazz Foundation**

The ColaJazz Main Street Jazz Fest will celebrate local talents to world-class, GRAMMY-award winners and internationally known artists.

Be a part of a marquee event in our capital city!

Sponsor an unforgettable experience and solidify your presence as a leader in our thriving capital city. Transcend boundaries, amplify the beauty of jazz, and create a legacy that will be celebrated for years to come.

The 2024 Main Street Jazz Fest is a testament to our commitment to fostering cultural diversity and inclusivity. Our unwavering dedication to making this remarkable event accessible to all is made possible by the invaluable support of our generous sponsors. Together, we unite and strengthen our communities through the universal language of jazz.

Beyond the fest itself, you're supporting our impactful outreach programs. From empowering initiatives brought to underserved communities to advancing cultural experiences, together, we are actively uplifting the Midlands and bringing about positive change.

COLAJAZZ *Fest*

FESTIVAL DETAILS

MAIN STREET JAZZ FEST

Saturday, May 11

2:00 - 9:00 p.m.

1700 Block of Main Street
Columbia, SC 29201

- Five bands on main event stage
- Family-friendly
- Kids zone
- Food and Arts & Crafts Vendors
- VIP section
- Statewide marketing via social media campaigns, billboards, radio, web banners

Average Jazz Fest consumer:

Age: 36-64

Gender: 56% Female | 44% Male

Average Income: \$55,000-\$80,000 Annually

Education: High School Diploma to
Professional Degrees





Past sponsors include...

Blue Moon Ballroom

Blue Cross/Blue Shield of South Carolina

Cambria

City of Columbia

Clark Law Firm

Columbia Craft

Columbia Music Festival Association

Columbia SC 63

Crescent Construction

Doctor's Care

Experience Columbia

First Citizens Bank

Freeway Music

Grace Outdoor Advertising

High Fidelity Recordings

Hilton Columbia Center

Intramed Plus

KW Beverage

Joe Jacobson General

Contracting Services

John Mann Photography

Nephron

Optus Bank

Pilates Bodies by Victoria

Prisma Health

Professional Printers

Richland County

SC Arts Commission

SC ETV

SC Farm Bureau

Sims Music

South State Bank

Stanley Law Firm

State Farm

The Quest Group

Total Comfort Solutions

Trend Co

The UPS Store

Wells Fargo

The Whig



SPONSORSHIP LEVELS

TITLE SPONSOR — \$25,000

- Naming rights; e.g. “The _____ Main Street Jazz Fest”
- May speak on stage (5-minute max) before headlining act and introduce the bands
- Sponsor may set up booth and banners
- Artist(s) meet-n-greet
- Logo on all marketing collateral
- Direct link from the ColaJazz event page to your website
- Sponsor banner on stage
- Sponsor mention from stage during concerts
- Social media shout-outs
- 25 VIP tkts
- Special discount ticket code to share

ARTIST SPONSOR — \$15,000

- Directly sponsor a headlining artist!
- Artist(s) meet-n-greet
- Logo on all marketing collateral
- Direct link from the ColaJazz event page to your website
- Sponsor banner on stage
- Sponsor mention from stage during concerts
- Social media shout-outs
- 15 VIP tkts
- Special discount ticket code to share

COLAJAZZ
Fest



GET CREATIVE!

Let's tailor a sponsorship package and/or partnership to meet your needs.

CONTACT US:
mark@colajazz.com

GRAND SPONSOR \$10,00

- Sponsor mention from stage
- Logo on all marketing collateral
- Social media shout-outs
- 10 VIP tkts

CELEBRATING SPONSOR \$5,000

- Logo on all marketing collateral
- Social media shout-outs
- 6 VIP tkts

TALENT SPONSOR \$2,500

- Logo on all marketing collateral
- Social media shout-outs
- 4 VIP tkts

FRIENDS OF THE FESTIVAL SPONSOR — \$500

- Logo on ColaJazz Fest website
- 2 VIP tkts

COLAJAZZ FEST

SPONSORSHIP FORM

Keep Jazz
Thriving.
Become a
Sponsor!

Fill out this form and email it to mark@colajazz.com or mail it to the address below. ColaJazz is a recognized 501(c)3 nonprofit in good standing. All donations are tax-deductible.

First Name

Last Name

Organization/Business

Address

City

State

ZIP

Telephone

Email

ACKNOWLEDGMENT INFORMATION

(We will use the following name(s) in all acknowledgments):

SPONSOR LEVEL

- Title — \$25,000
- Artist — \$15,000
- Grand — \$10,000
- Celebrating — \$5,000
- Talent — \$2,500
- Friends of the Festival — \$500

Make checks payable to:

ColaJazz Foundation

In the memo, write:

ColaJazz Fest 2024

Mail:

ColaJazz Foundation

2123 College Street

Columbia, SC 29205

COLAJAZZ
Fest



2123 College Street, Columbia, SC 29205

