

JAZZ ASPEN SNOWMASS



2012 SPONSORSHIP OPPORTUNITIES



entertain. educate. preserve



ABOUT JAZZ ASPEN SNOWMASS

Entering their 22nd season in 2012 Jazz Aspen Snowmass has grown from a simple event in Aspen to a complex set of multi-day festivals in Aspen/Snowmass, Colorado; a summer series of weekly performances; a winter jazz series of small club performances; and diverse educational programs with both regional and international reach. In 2011 Jazz Aspen Snowmass began a new relationship with industry giants AEG Live to increase visibility and awareness of their annual Labor Day Festival. In its first year the new partnership doubled attendee numbers at the event, bringing in some of the most popular touring bands today.

A combination of world-class music and high-end hospitality in an unparalleled natural setting, help to set JAS apart from other large music festivals. JAS provides partners with not only highly popular, top-quality events, but also an exceptional sponsorship value. Sponsor packages include an exciting array of social and performance events along with a wide variety of brand visibility and promotional opportunities.

The mission of JAS is to present and preserve jazz and related forms of music through world-class festivals, performances and education programs to enrich our community. A 501(c)3 organization, festival proceeds benefit JAS' numerous music education and performance programs.

PAST ARTISTS

The Allman Brothers

Trey Anastasio

Patti Austin

Anita Baker

Tony Bennett

Black Eyed Peas

Blues Traveler

Chris Botti

Ray Brown

David Byrne

Ray Charles

Joe Cocker

Natalie Cole

Harry Connick, Jr.

Elvis Costello

Rosemary Clooney

Crosby, Stills & Nash

Sheryl Crow

Doobie Brothers

Zac Brown Band

Bob Dylan

Earth, Wind & Fire

John Fogerty

G.Love & Special Sauce

Girl Talk

Macy Gray

Al Green

Buddy Guy

Herbie Hancock

Ben Harper

Don Henley

Jennifer Hudson

Jack Johnson

Norah Jones

BB King

Gladys Knight

Diana Krall

Patti Labelle

Jonny Lang

John Legend

Lyle Lovett

Ziggy Marley

Wynton Marsalis

Christian McBride

Steve Miller Band

Willie Nelson

Nickel Creek

Nitty Gritty Dirt Band

Tom Petty

Bonnie Raitt

Leann Rimes

Smokey Robinson

Boz Scaggs

Steely Dan

Joss Stone

Susan Tedeschi

Kanye West

Chu Cho Valdes

Widespread Panic

Wilco

Dwight Yoakam

Neil Young

& many, many more



JAZZ ASPEN SNOWMASS 2012 EVENTS

June Festival (June 22-July 7, 2012)

The JAS June Festival in Aspen, Colorado includes four nights of headline concerts from world-class musicians at the beautiful Benedict Music Tent, along with weekly JAS Café Downstairs at the Nell jazz performances, free concerts and other special events.

Labor Day Festival (August 31-September 2, 2012)

The JAS Labor Day Festival, which takes place in Snowmass, Colorado, is JAS' largest event, with crowds of up to 11,000 per day. In addition to the headline performances on the main stage, two side stages keep the live music going featuring a mix of established bands and DJ's. The JAS Village area at the Labor Day Festival includes an extensive selection of food and beverage vendors, shopping, kids corner and more.



Patron (VIP) Area

The Patron (VIP) area of the June and Labor Day Festivals has no peer in the international world of live music events with recognized star power. It defines the unique value of JAS to its leading patrons and sponsors. Patron guests are treated to lavish meals, complete with live cooking demonstrations for guests, while fine wines and top shelf drinks are offered at the open bars.

Other Special Events:

JAS Café "Downstairs at the Nell"

Downstairs at the Nell is a new series of intimate jazz performances taking place throughout the year. JAS transforms the downstairs room at the Little Nell Hotel into a sophisticated candlelit nightclub setting like that found in the coolest back door clubs of New York. Top jazz artists will perform throughout the summer and winter during twelve weekends of concerts scheduled for 2012.

JAS Big Night After Party (September 1, 2012)

The Big Night After Party is JAS's largest music education and performance programming fundraiser. Taking place in the VIP dining tent following the main stage performances for the day, this event is a must not miss! DJ, dancing, tasty treats, cocktails and more!





SPONSORSHIP OPPORTUNITIES

Customized sponsorships are available from \$10,000 to \$250,000+ for the June and Labor Day Festivals. Whether you are looking for **high-end hospitality**, unique ways to **increase brand awareness**, the perfect spot to **launch a new product or service**, or **promotional opportunities**, JAS can help you reach your goals in the most effective manner.

June & Labor Day Sponsorship Benefits Include:

- VIP tickets including access into exclusive Patron Tent with catered gourmet hors d'oeuvres, dinner and dessert, premium open bars, premiere concert seating and more
- General admission and/or reserved tickets
- Customized on-site activation opportunities
- Ownership of venue assets (side stages, VIP tent, special events)
- Concert hosting options
- Video messaging/commercial spots
- Webcast hosting
- Product sampling/demonstration/sales
- Exclusive access to JAS festival attendees both pre and post event through JAS social networking outlets, e-newsletters, mailings, etc.
- Marketing exposure in all JAS marketing/media materials
- Discounted lodging options
- And more.....



Need help organizing your groups travel plans? JAS is happy to provide assistance for sponsors outside of the festival as well. Let us help you with your group lodging, local activities, dinners, meetings & more!!

For a detailed proposal please contact Andrea Beard, Director of Marketing & Sponsorship at abeard@jazzaspensnowmass.org or 970-920-4996.

Additional sponsorships exist for the following JAS programs:

- JAS Café Downstairs @ the Nell Jazz Series
- JAS Local Education Initiatives
- JAS Big Night After Party
- JAS After Dark



HOSPITALITY OPPORTUNITIES

Private Hospitality Tents/Tables

Entertain your guests in high style at the music event of the season, in a beautiful private hospitality tent. JAS corporate hospitality tents are the perfect option for entertaining clients or customers, employee events, wedding parties, or just a great excuse to get a group of friends together. JAS will handle all of the details, leaving you plenty of time to perfect the guest list.

Options for a **reserved group of tables in the exclusive Festival Patron Tent** are also available. For group discounts on patron tickets or private hospitality tent opportunities please contact Andrea Beard at abeard@jazzaspensnowmass.org or 970-920-4996.

Private hospitality tents are available for one night or multiple nights.

Private Hospitality Tents include:

- private tent for your guests with adjacent patio
- tent décor
- specialized gourmet menu of your choice created by Aspen's finest chefs
- elegant wine pairings
- full bar with premium wines & spirits
- private wait staff and security
- private lavatories
- company/group branding opportunities (banners, stage announcements, discounted program ads)

That Special Touch!

JAS is happy to provide the following extras at an additional cost:

- caviar
- chilled champagne
- over the top wines
- show cooking with private chef
- plasma projection screens
- crystal serving sets
- massage therapists
- private bands
- artist meet & greets





AUDIENCE PROFILE

The following demographics are based on survey results from the 2011 Festivals.

General Admission Attendees Geographical Breakdown June Festival

Out of State	47%
Roaring Fork Valley	38%
Denver Metro Area	8%
Elsewhere in CO	7%

Labor Day Festival

Out of State	24%
Roaring Fork Valley	27%
Denver Metro Area	28%
Elsewhere in CO	21%

Age Breakdown June Festival

Under 21	N/A
21-29	3%
30-39	6%
40-49	18%
50-59	34%
60 & older	39%

Labor Day Festival

Under 21	7%
21-29	15%
30-39	24%
40-49	24%
50-59	27%
60 & older	3%

Highest Level of Education

High School	4%
Some College	10%
Undergrad Degree	54%
Grad Studies/Degree	32%

Household Income

Less than \$50,000	13%
\$50-99,999	37%
\$100-199,999	34%
\$200,000+	16%

Patron (VIP) Attendees Geographical Breakdown

Out of State	54%
Roaring Fork Valley	33%
Denver Metro Area	8%
Elsewhere in CO	5%

Household Income

Less than \$250,000	20%
\$250-499,999	13%
\$500-999,999	44%
\$1 million +	23%

Want to Know More???

- 79% have a full time job
- 55% are married
- 76% are homeowners
- 96% have a Facebook account
- 40% have a LinkedIn account
- 60% are likely to travel outside US in the next year

What is important to their lifestyles?

- 94% outdoor activities
- 92% traveling/vacations
- 90% exercise



JAS EDUCATION PROGRAMS

Over \$5.6 million to music education since 1996!!

JAS Local Education Initiatives (LEI)

JAS LEI complements existing school music programs and replaces programs where schools suffer losses in music education. The goal is to ensure that local public schools maintain band and music programs in their curriculum. The following distinct programs are available to schools throughout the Roaring Fork Valley and along the I-70 corridor.

JAS In-Schools

Stuff for Students

JAS In-Schools Summer Camp

Tickets for Teachers

Pays to Play

The JAS Room

JAS Band Battle

JAS In-Schools Faculty Assistance Program

Carolyn Powers/JAS Scholarship Fund

Hosting of District 8 Honor Jazz Band Weekend

JAS Instrument Repair Fund

Sponsorship of Student Trips to Greeley Jazz Festival

Songwriting Contest Series

And more....



"Last year I was a brand new director coming into a big mess at GSMS/HS, the faculty assistance I received was tremendous. It made my job possible. I really believe that if I had not had so much help, I would not have come back this year. Thank you!!!! You made a difference in my life and the lives of 135 students."

– Tami Suby, GSMS/HS Band Director



"Thank you for your generous grant. In a small school such as ours, your grant goes a long way to supporting music and music education at CCS!"

– Tom Penzel, Principal, Carbondale Community School

"Four years ago I sat in on one of the JAS Summer Sessions, excited to start playing jazz. It was the start of a long and fruitful journey in music, which has taught me a great deal. I would not have come all this way without the help of JAS."

– Pablo Gorra, Student

"After being involved with JAS In-Schools for a couple of years I was asked to be a JAS Ambassador to Mexico. I got to play jazz with some of the best kids in the Valley and the trip showed me how far music could take me in life. Big thanks to everyone from JAS!"

– John Colia, Student



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