

# JAZZ ASPEN

entertain  
educate  
preserve

premier festivals since 1991

# SNOWMASS





# ABOUT JAZZ ASPEN SNOWMASS

Jazz Aspen Snowmass, celebrating their 20th season in 2010, has grown from a simple event in Aspen to a complex set of multi-day festivals in Aspen/Snowmass, Colorado; a sister event, Sonoma Jazz + in Sonoma, California; a summer series of weekly performances; a winter series of small venue performances; and diverse educational programs with both regional and international reach.

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, American and popular music through world-class festivals, performances and education programs. A 501(c)3 organization, festival proceeds benefit JAS' numerous education programs.

## PAST ARTISTS

### **The Allman Brothers**

**Trey Anastasio**

**Pattie Austin**

**Anita Baker**

**Tony Bennett**

**Black Eyed Peas**

**Blues Traveler**

**Chris Botti**

**Ray Brown**

**David Byrne**

**Ray Charles**

**Joe Cocker**

**Natalie Cole**

**Elvis Costello**

**Rosemary Clooney**

**Crosby, Stills & Nash**

**Sheryl Crow**

**Doobie Brothers**

**Bob Dylan**

### **Earth, Wind & Fire**

**John Fogerty**

**G.Love & Special Sauce**

**Galactic**

**Macy Gray**

**Al Green**

**Buddy Guy**

**Herbie Hancock**

**Ben Harper**

**Don Henley**

**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**

**Joss Stone**

**Susan Tedeschi**

**Kanye West**

**Chu Cho Valdes**

**Widespread Panic**

**Dwight Yoakam**

**Neil Young**

**& many, many more**



# EDUCATION PROGRAMS

**JAS Local Education Initiatives (LEI)** complement existing school music programs and replace programs where schools suffer losses in music education. JAS LEI provides students in the greater Roaring Fork Valley and beyond opportunities to develop critical skills that enable them to live well-rounded, successful lives, as contributing members of the community and life-long musicians.

**JAS In-Schools**, a professional musician residency, provides students with an in-depth introduction to professional jazz musicians through master classes, assemblies and free public concerts.

**Stuff for Students**, supports local emerging musicians and schools through instrument and equipment donations, scholarships and performance tickets.

**JAS In-Schools Summer Camp**, is designed for middle and high school students and consists of three sessions each summer, providing direct music instruction from professional musicians, private lessons, group workshops and live performance elements.

**Tickets for Teachers**, provides performance tickets to teachers in the Aspen to Rifle school districts throughout the year.

**Pays to Play**, private lesson fund provides private lessons for students in any instrumental discipline. JAS pays for the first three lessons to support & promote furthering music education, simultaneously supporting the economy of local music instructors.

**The JAS Room**, a jazz resource center, located at Roaring Fork High School, available for students and teachers of all Valley school systems to check-out jazz charts, sheet music, artist biographies, recording equipment, computers and composition software, CDs, DVDs.

**JAS Band Battle**, formerly Battle of the Bands, JAS became the producers of the event in 2009. Band Battle features 20 local student bands (up to high school level) performing in 5 hours for an opportunity to perform at the JAS June and Labor Day Festivals.

**JAS Academy Summer Sessions (June 23-July 4, 2010)** The JAS Academy Summer Sessions is the nation's only all-scholarship jazz residency program, uniting the finest young jazz artists with the world's "jazz legends." Jazz Aspen Snowmass chooses talented young bands to participate in the residency, based on criteria set by JAS. Many come to JAS' attention through its extensive network of jazz masters, including JAS Academy Artistic Director, Christian McBride. The young artists come from diverse backgrounds, some studying at the top music schools in the country. They are the recipients of many of the top awards in their field and perform regularly throughout the United States and beyond, having already distinguished themselves as gifted artists with the well deserved expectation to sustain a professional career in performance.

The JAS Academy Summer Sessions has become nationally recognized education program, making a major contribution to the continuation and development of American jazz.



# JAS JUNE & LABOR DAY FESTIVALS & OTHER SPECIAL EVENTS

## June Festival (June 24 – July 3, 2010)

The JAS June Festival was expanded to a ten day event in 2009. The festival includes three nights of headline concerts from world-class jazz musicians at the Benedict Music Tent, weekly paid and free performances from JAS Academy Bands, a second weekend of small venue shows at the Little Nell Jazz Club and the Cooper Mall Free Stage, and a special closing performance at the Benedict Music Tent.

## Labor Day Festival (September 3-5, 2010)

The JAS Labor Day Festival, is JAS' largest event, with crowds of up to 10,000 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 emerging artists. The **JAS Village** area at the Labor Day Festival includes an extensive selection of food and beverage vendors, shopping, kids corner and more.

## Patron Area

The Patron (VIP) area of both 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.

*Sponsorship opportunities exist for all aspects of the JAS June and Labor Day Festivals. JAS will work with you to find the best fit.*

## Other Special Events:

### Sauté & Samba Celebrity Chef Dinner (March 2010)

Celebrity chefs in Aspen's most exclusive homes and restaurants, paired with incredible wines and emerging jazz musicians, raising funds for music education, that's Saute & Samba! Chef's from many of the nations top restaurants create spectacular culinary experiences for the intimate dinners.

### JASummerNight Picnic & Dance (July 24, 2010)

The JASummerNight Picnic & Dance is JAS' only annual fundraising event grossing over \$400,000 for education & performance programming. JAS strives to keep the event fresh, switching venues and themes often. It's a spectacular evening of live music, dancing, cocktails, hors d'oeuvres, dinner and an elaborate auction.

### JAS After Dark/Winter Series

A series of small venue performances taking place both in conjunction with the June and Labor Day Festivals and at other times throughout the year.



# AUDIENCE PROFILE

## Age Category June Festival Attendees

Younger than 18	N/A
18 - 29	3%
30 - 39	12%
40 - 49	13%
50-59	38%
60-69	31%
70 or older	3%

## Gender

Female	47%
Male	53%

## Total Annual Household Income (general admission ticket buyers)

Up to \$50,000	15%
\$50,000 - 99,999	32%
\$100,000 - 199,999	33%
\$200,000 - 299,999	8%
\$300,000 or more	12%

## Attendees by Region June Festival Attendees

Roaring Fork Valley	38%
Denver/Boulder Metro Area	20%
Elsewhere in Colorado	13%
National Markets	29%

## Highest Level of Education

Some High School	1%
High School Graduate	3%
Some College	18%
Undergraduate Degree	35%
Graduate Level Studies or Degree	43%

## Age Category Labor Day Festival Attendees

Younger than 18	1%
18 - 29	13%
30 - 39	23%
40 - 49	29%
50 - 59	28%
60 - 69	6%
70 or older	N/A

## Total Household Income (Patron ticket buyers)

Up to \$250,000	12%
\$250,000 - 500,000	18%
Over \$500,000	70%

## Attendees by Region Labor Day Festival Attendees

Roaring Fork Valley	28%
Denver/Boulder Metro Area	24%
Elsewhere in Colorado	25%
National Markets	23%

## Lifestyles

- 66% of attendees consider outdoor activities **EXTREMELY** important to their lifestyles
- 62% of attendees consider travel/vacations **EXTREMELY** important to their lifestyles
- 60% of attendees consider exercise **EXTREMELY** important to their lifestyles
- 38% purchase organic and natural foods **ONLY**

*\*Demographics are based on survey results from the 2009 Festivals.*



# SPONSORSHIP OPPORTUNITIES

Each JAS sponsorship package is customized to meet the exact needs of each specific sponsor. 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. With an overall sponsor retention rate in excess of 80%, JAS strives to keep partners happy by increasing the value of their experience each year.

Recently JAS became the primary presenter of **Sonoma Jazz +**, a four day Memorial Day Weekend Festival in Sonoma, California (May 20-23, 2010) and we are very excited to be able to **offer partnership opportunities including both events for the right brands**. For more information on SJ+ please visit [www.sonomajazz.org](http://www.sonomajazz.org).

The relationship of our sponsors with our attendees is very important to us. We are not looking for partners who simply want to put their name on the event. We strive to find partners that want to not only build or grow relationships with our attendees but also to assist us in creating a unique and engaging festival experience for them.

## June & Labor Day Sponsorship Benefits Include:

- Patron (VIP) tickets including nightly access to the exclusive Patron tent with gourmet dinners, open bars, premier seating and more
- General admission and/or reserved seating tickets
- Invitations to JAS kick-off parties & special events
- On-site branding/signage
- Video messaging
- Stage announcements
- Product sampling/demonstration/sales
- Exclusive access to JAS festival attendees both pre and post event
- Mention in JAS press releases & e-newsletters, social networking outlets
- Marketing exposure in all JAS marketing/media materials
- And more.....

**Sponsorships are available from \$10,000 to \$250,000 for the June, Labor Day and Sonoma Jazz + Festivals.**

**Additional sponsorships valued at \$2,500 to \$50,000 are available for the following JAS programs:**

JAS Academy Summer Sessions  
JASummerNight Picnic & Dance  
JAS Winter Series

JAS Local Education Initiatives  
Sauté & Samba Celebrity Chef Dinner  
JAS After Dark



# MEDIA/ADVERTISING

Jazz Aspen Snowmass marketing expenditures in 2009 were in excess of \$900,000. JAS reached audiences through a variety of channels, supporting traditional advertising buys with innovative interactive programming and promotions.

## 2008 Marketing & Media Outlets

### Magazines

DownBeat Magazine  
Outside Magazine  
Relix  
OffBeat  
Aspen Magazine  
Aspen Sojourner  
5280 Denver

### Additional Print Advertising

Additional Print Advertising  
The Denver Post  
Aspen Times  
Aspen Daily News  
Westword  
Boulder Weekly  
Boulder Weekly Student Guide  
Jackson Hole Weekly  
Jackson Hole News & Guide  
Albuquerque Alibi  
Vail Daily  
Summit Daily  
Fort Collins Coloradoan  
Fort Collins Weekly  
Colorado Springs Gazette  
Colorado Springs Independent  
Grand Junction Sentinel  
Steamboat Pilot & Today  
Crested Butte Weekly  
Crested Butte News  
Telluride Daily Planet  
Durango Herald  
Mountain Gazette

### Radio

KSPN – Aspen  
KSNO – Aspen  
KAJX – Aspen  
KBCO – Denver/Boulder  
KQMT - Denver  
KDNK - Carbondale  
KTUN – Eagle  
JACK FM – Denver  
KCMV – Vail/Breckenridge  
KFMU – Steamboat Springs  
KSMT – Breckenridge

### Television

Comcast Cable  
Plum TV

### Interactive Marketing

2 million impressions through media partner websites

### Direct access to 18,000 potential ticket buyers through JAS:

Facebook Page  
MySpace Page  
Twitter Page  
Email Newsletter System

### Additional Marketing

It's hard to measure all the misc. marketing that takes place over the year. Here are just a few highlights:

Digital Signs through the Denver Theatre District  
Banners in Denver Int. Airport  
Patron invitations  
Flyers on each box leaving Aspen Dominos



# PRIVATE HOSPITALITY TENTS

**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.

*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
  - premier patron seating (June concert)
  - company 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

**JAZZ ASPEN** 970-920-4996  
110 east hallam  
suite 104  
aspen, colorado  
81611 **SNOWMASS**  
[www.jazzaspen.org](http://www.jazzaspen.org)

