



GREATER HARTFORD  
**Festival  
of Jazz**

The Greater Hartford Festival of Jazz (GHFJ) is New England's largest FREE outdoor jazz festival. It is traditionally held the third weekend in July in Hartford, CT's Bushnell Park, America's oldest public park. We offer three nights and two days of music for lovers of jazz and their families to enjoy; featuring both world-renowned artists and talented local musicians. The GHFJ is a non-profit, relying on sponsorships and donations for support, and volunteers to ensure that the "show goes on"! We need your help to promote, to volunteer, to contribute, and to attend.

2021 Dates: **July 16, 17 and 18: Bushnell Park**

## Sponsorship Level Support

### **Lead Sponsor** **\$70,000**

- "Your Company's name/brand/logo" GHFJ stage banner
- Brand Digital Display 5 Ads 30 seconds loops for 3 days
- 20 VIP Tent Badges per day
- Public relations opportunities
- Company logo on Festival's television advertisements
- Company logo on Festival poster
- Company logo on Festival postcard
- Company logo on collectable Festival t-shirt
- Back cover page of Festival booklet
- Promotional mentions on Festival Facebook page
- Company listing in the Official Program Guide Handout (30,000 distributed in the Greater Hartford area and at the Festival)
- Company logo displayed on GHFJ website with a link to your web page
- Multiple acknowledgments during announcements from the Festival Stage
- Welcoming opportunity at kick-off and on opening day

### **Melody Sponsor** **\$30,000**

- Exclusive sponsorship recognition of one entire day of the Festival
- Digital Display 3 Ads 30 seconds loops for 3 days
- 12 VIP/Sponsor/Artist Tent badges per day
- Company logo on Festival's television advertisements
- Company logo on Festival poster
- Company logo on Festival postcard
- Company logo on collectable Festival t-shirt
- Full page ad in Festival booklet
- Promotional mentions on Festival Facebook page
- Company listing in the Official Program Guide Handout (30,000 distributed in the Greater Hartford area and at the Festival)
- Company logo displayed on our website with a link to your web page
- Multiple acknowledgments during announcements from the Festival Stage

### **Harmony Sponsor** **\$20,000**

- Specific sponsorship recognition of a National Recording Artist
- Digital Display 2 Ad 30 seconds loops for 3 days
- 8 VIP/Sponsor/Artist Tent badges per day
- Company logo on the Festival's television advertisements
- Company logo on the Festival poster
- Company logo on the Festival postcard
- Company logo on our collectable Festival t-shirt
- 1/2 page ad in Festival booklet
- Promotional mentions on Festival Facebook page
- Company listing in the Official Program Guide Handout (30,000 distributed in the Greater Hartford area and at the Festival)
- Company logo displayed on our website with a link to your web page
- Multiple acknowledgments during announcements from the Festival Stage



## Rhythm Sponsor

**\$10,000**

- Specific sponsorship recognition of a Regional Artist
- Digital Display 1 Ad 30 seconds loops for 3 days
- 6 VIP/Sponsor/Artist Tent badges per day
- Company logo on the Festival poster
- Company logo on the Festival postcard
- Company logo on our collectable Festival t-shirt
- 1/2 page ad in Festival booklet
- Promotional mentions on Festival Facebook page
- Company listing in the Official Program Guide Handout (30,000 distributed in the Greater Hartford area and at the Festival)
- Company logo displayed on our website with a link to your web page
- Multiple acknowledgments during announcements from the Festival Stage

## Timbre Sponsor

**\$5,000**

- Digital Display 1 Ad 15 seconds loops for 3 days
- 1/4 page ad in Festival booklet
- Promotional mentions on Festival Facebook page
- Company listing in the Official Program Guide Handout (30,000 distributed in the Greater Hartford area and at the Festival)
- Company logo displayed on our website with a link to your web page
- Multiple acknowledgments during announcements from the Festival Stage
- 4 VIP/Sponsor/Artist Tent badges per day

## Expression Sponsor

**\$2,500**

- Digital Display 1 Ad 10 seconds loops for 3 days
- Company listing in the Official Program Guide Handout (30,000 distributed in the Greater Hartford area and at the Festival)
- Company logo displayed on our website with a link to your web page
- Multiple acknowledgments during announcements from the Festival Stage
- 2 VIP/Sponsor/Artist Tent badges per day



For further information phone **860-490-2199** or email [cchristie@hartfordjazz.org](mailto:cchristie@hartfordjazz.org)

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