2026 Greater Hartford Festival of Jazz

Dates: July 17–19, 2026
Location: Bushnell Park, Hartford, CT
Theme: Legacy In Every Note

Audience: 100,000+ attendees over three days — families, music lovers, tourists, and community leaders
Mission: Celebrating jazz excellence, cultural heritage, and community connection through free, world-class performances

🎶 Timbre Sponsor — $5,000

Celebrate the rhythm of community and culture.

As a Timbre Sponsor, your brand will resonate throughout the festival weekend with high-impact visibility and meaningful engagement.

Benefits Include:

- **Digital Display Ad**: One 15-second ad looped continuously for all three days on festival screens
- **Festival Booklet Ad**: ¼ page advertisement in our printed program
- **Social Media Promotion**: Featured mentions on the Festival's official Facebook page
- **Program Guide Listing**: Company name listed in the Official Program Guide (30,000 copies distributed across Greater Hartford and at the event)
- **Website Presence**: Company logo displayed on our website with a direct link to your homepage
- **On-Stage Recognition**: Multiple acknowledgments from the Festival Stage throughout the weekend
- **VIP Access**: 4 VIP/Sponsor/Artist Tent badges per day — enjoy exclusive hospitality and networking

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🥁 Rhythm Sponsor — $10,000

Amplify your brand while honoring regional jazz excellence.

As a Rhythm Sponsor, your support helps spotlight a featured **Regional Artist**, while positioning your company at the heart of the Festival's visual and cultural presence.

Benefits Include:

- **Artist Recognition**: Exclusive sponsorship of a Regional Artist, with name/logo featured in their introduction and promotions
- **Digital Display Ad**: One 30-second ad looped continuously for all three days on festival screens
- **VIP Access**: 6 VIP/Sponsor/Artist Tent badges per day — network, relax, and enjoy premium hospitality
- **Brand Visibility**:
  - Company logo on the official Festival **poster**, **postcard**, and **collectible t-shirt**
  - ½ page ad in the printed Festival booklet
  - Company listing in the Official Program Guide (30,000 copies distributed across Greater Hartford and at the event)
  - Logo and link featured on the Festival website
- **Social Media Promotion**: Featured mentions on the Festival's official Facebook page
- **On-Stage Recognition**: Multiple acknowledgments from the Festival Stage throughout the weekend

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🎼 Harmony Sponsor — $20,000

Where legacy meets national spotlight.

As a Harmony Sponsor, your brand will be front and center — aligned with a **National Recording Artist** and woven into the Festival's most visible platforms.

Benefits Include:

- **Artist Recognition**: Exclusive sponsorship of a National Recording Artist, with name/logo featured in their introduction and promotions
- **Digital Display Ads**: Two 30-second ads looped continuously for all three days on festival screens
- **VIP Access**: 8 VIP/Sponsor/Artist Tent badges per day — enjoy premium hospitality and networking
- **Mass Media Exposure**:
  - Company logo featured in **television advertisements** promoting the Festival
  - Logo placement on the official **Festival poster**, **postcard**, and **collectible t-shirt**
- **Print & Digital Presence**:
  - ½ page ad in the printed Festival booklet
  - Company listing in the Official Program Guide (30,000 copies distributed across Greater Hartford and at the event)
  - Logo and link featured on the Festival website
- **Social Media Promotion**: Featured mentions on the Festival's official Facebook page
- **On-Stage Recognition**: Multiple acknowledgments from the Festival Stage throughout the weekend

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🎵 Melody Sponsor — $30,000

Own the day. Shape the legacy.

As a Melody Sponsor, your brand will be the exclusive presenter of one full day of the Festival — a powerful opportunity to connect with tens of thousands of attendees and be celebrated as a cornerstone of Hartford's cultural heartbeat.

Benefits Include:

- **Day Sponsorship**: Exclusive recognition as the sponsor of one full day of the Festival, with branding integrated into stage programming and promotions
- **Digital Display Ads**: Three 30-second ads looped continuously for all three days on festival screens
- **VIP Access**: 12 VIP/Sponsor/Artist Tent badges per day — enjoy premium hospitality, networking, and artist engagement
- **Mass Media Exposure**:
  - Company logo featured in **television advertisements** promoting the Festival
  - Logo placement on the official **Festival poster**, **postcard**, and **collectible t-shirt**
- **Print & Digital Presence**:
  - Full-page ad in the printed Festival booklet
  - Company listing in the Official Program Guide (30,000 copies distributed across Greater Hartford and at the event)
  - Logo and link featured on the Festival website
- **Social Media Promotion**: Featured mentions on the Festival's official Facebook page
- **On-Stage Recognition**: Multiple acknowledgments from the Festival Stage throughout your sponsored day and the weekend

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🎷 Maestro Sponsor — $70,000

Lead the legacy. Shape the sound.

As the Festival's premier sponsor, the Maestro Sponsor enjoys unmatched visibility, prestige, and influence — becoming the face of *Legacy In Every Note* and helping bring world-class jazz to the heart of Hartford.

Benefits Include:

- **Digital Branding**:
  - "Your Company Name/Logo" featured in high-visibility digital advertising
  - Five 30-second digital display ads looped continuously for all three days
- **VIP Access**:
  - 20 VIP/Sponsor/Artist Tent badges per day — ideal for executives, clients, and community partners
- **Media & Public Relations**:
  - Logo featured in **television advertisements** promoting the Festival
  - Public relations opportunities including interviews, press mentions, and co-branded announcements
- **Print & Merchandise Visibility**:
  - Logo placement on the official **Festival poster**, **postcard**, and **collectible t-shirt**
  - **Back cover ad** in the printed Festival booklet — the most prominent placement available

- **Digital & Social Presence**:
  - Featured mentions on the Festival's official Facebook page
  - Logo and link displayed on the Festival website
- **Community Reach**:
  - Company listing in the Official Program Guide (30,000 copies distributed across Greater Hartford and at the event)
  - Multiple acknowledgments from the Festival Stage throughout the weekend
- **Ceremonial Role**:
  - Welcoming opportunity at the Festival **kick-off and opening day** — a moment of spotlight and gratitude

Why Sponsor?

- Brand Visibility: Reach tens of thousands of attendees and online followers
- Community Impact: Support free arts programming and local economic growth
- Cultural Legacy: Align your brand with Hartford's premier summer tradition
- Customized Activation: We'll work with you to tailor your presence — from booths to branded experiences

Add-On Opportunities

- Artist meet-and-greets
- Sponsored social media campaigns or livestream segments
- Custom signage or giveaways in partnership with local vendors

Let's Connect

We'd love to explore how your brand can help shape the legacy of this year's festival.

Contact: Charles Christie - Email: cchristie@hartdfordjazz.org - Phone: 860-490-2199 - Website: Home - The 2026 Greater Hartford Festival of Jazz