

SPONSORSHIP OPPORTUNITY



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BECOME A SPONSOR/PARTNER WITH THE INTERNATIONAL ACADEMY OF JAZZ – SAN DIEGO



The International Academy of Jazz is San Diego's original after-school youth jazz program. We are a nonprofit dedicated to helping young people develop performance skills and confidence in becoming leaders of the future, and to educate them about American jazz heritage.

Founded in 2014, the International Academy of Jazz San Diego (IAJSD), this unique music enrichment program for young people ages 10-18 was established to improve students' jazz skills beyond the scope of what typical local school systems may offer.

Patterned after the many successful local after-school youth symphonic programs, the IAJSD features jazz ensembles of various sizes geared towards performances. In our 2015-16 season, our advanced students performed two concerts at Symphony Hall (TedX San Diego and Jazz @ the Jacobs) for crowds of more than 2,000. Our students were selected as finalists for the prestigious Next Generation Jazz Festival for two consecutive years, and traveled both years to Monterey, CA to compete.

We couldn't do the work we do for these students without the help of generous people like you. That's why we're reaching out to you today. There are several ways that we'll be covering in this document for you to choose from.

We look forward to collaborating with you to make the greatest impact on our community. Please visit our website for more information, or please contact me at 619-977-7453 or guy.gonzales@iajzd.org to discuss the options presented.

Sincerely,
Guy Gonzales
Executive Director & Founder
International Academy of Jazz – San Diego

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EVENTS WE PERFORM AT



PUBLIC VENUES, PANAMA 66

IAJSD students from each of our musically diverse classes have performed at this lively venue located in Balboa Park's sculpture garden since we opened our doors in 2014. Locals enjoy watching the next generation of San Diego-produced jazz artists perform and often participate in the jazz jams that follow. Students and professionals mingle, learn, and build a valuable musical community, meeting and observing each other's talents while entertaining.

FESTIVALS

IAJSD students perform at various nearby and distant jazz festivals throughout the school year. Those have included two consecutive years at the prestigious Monterrey "NextGen" Jazz Festival, as well as the Fullerton College Jazz Festival. They have also participated in festivals at Coronado High, Oceanside High, and Pt. Loma Nazarene University.



CONCERTS

Our five-year long performance history includes two concerts at the amazing downtown Jacobs Music Center. One of those shows was for the San Diego TedX Talks, where our students played for a near-capacity crowd of more than 2,000 very receptive and enthusiastic attendees. IAJSD students also memorably opened for jazz singer Cecile McLorin Salvant at a San Diego Symphony Bayside Summer Nights concert, as shown in the photo.

NONPROFIT PERFORMANCE PARTNERS

In 2019, St. Madeleine Sophie's Center (SMSC) invited us to their "Morning Glory Brunch" fundraiser. One of our goals is to partner with other local nonprofits that serve our community in beneficial ways.

Students perform to educate others about jazz, bring joy through music, and simply, to entertain. Other partners include The Ronald McDonald House and La Jolla Music Society.

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INTERNATIONAL
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SAN DIEGO

EVENTS CALENDAR 2019-2020

- DEC 3⁺ **Giving Tuesday** A private affair and dinner for our sponsors, hosted by Scott Wilson and Guy & Lynette Gonzales.
- DEC 21⁺ **Fall Holiday Concert*** This is our end of the Fall Semester Holiday Concert that includes a Silent Auction and a gift-giving after party. Parents, sponsors, and public supporters are welcome and encouraged to participate.
- MAR 7 **Jazz at the Lincoln Center*** Jazz festival. Details to be announced.
- APR 30 **International Jazz Day*** A county-wide celebration. Jazz Directors from around the county will collaborate at various location (TBA) for special concerts.
- May 15⁺ **Spring Semester Jazz Concert*** This is our end of the Spring Semester Jazz Concert that includes a Silent Auction as well as a gift-giving after party. Parents, sponsors, and public supporters are welcome and encouraged to participate.
- AUG 26 **Nathan East Concert*** A tribute concert in partnership with Advisory Board Member and notoriously famous Nathan East. Nathan returns to his native San Diego and joins our ensembles to groove out spectacular jams in celebration of jazz and the musical flavors of summer, hope, and festivities.

⁺ We accept silent auction items and promotional donations for goodie bags for noted events.

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ADVERTISING OVERVIEW



We pursue widespread publicity, advertising events in various online platforms, including Instagram, Facebook, Twitter, LinkedIn and YouTube, in addition to diverse media advertising campaigns.

As a partner with the International Academy of Jazz, we ensure promotions on local radio and press releases include all sponsors and advertisers. This includes community service announcements, advertising, and interviews leading up to and occurring during events.

IAJSD distributes to the media regular public releases and lists of event activities, displays, interviews, and photo opportunities, especially in the lead up to events.

We initiate social media campaigns beginning with event planning stages, right through to event execution. In the 4 weeks leading up to an event, our social media campaigns intensify to include more regular promotions. We use social media channels throughout each event to provide live coverage, news, images, video and announcements. Banners and sponsorship collateral, among other opportunities, are available to our sponsors.

We advertise the events using the following forms:

- **Postcards:** We distribute 500 postcards to the main event vendor or host, associated vendors, and local shops.
- **E-Marketing:** We update blogs and newsletters sent through our contact database and any joint venture or partner relationships.
- **Press Releases:** IAJSD distributes regular press releases.
- **Social Media:** We campaign using Facebook, Twitter, and Instagram.
- **Online Event Calendar:** We post events to many San Diego area online event calendars.
- **Radio/TV:** We promote events on affiliate radio and TV shows as we develop these relationships.

SPONSORSHIP OPTIONS

International Academy of Jazz events provide the following naming rights as additional sponsorship opportunities:

- Access to more than 800 families, advertisers and other sponsor contacts in our database.
- Opportunities to tap into new markets/clientele.
- Build goodwill through community support.
- Exposure through extensive social media and event marketing campaigns.
- **Student Scholarships:** Have a positive effect on a child's life by enabling them to study, perform and engage with a jazz professional and be part of San Diego's jazz community.

SPONSORSHIP PACKAGES	PLATINUM SPONSOR	GOLD SPONSOR	STUDENT SPONSOR
Number Avail	1 ONLY	5 ONLY	UNLIMITED
Pre-Promotion	<ul style="list-style-type: none"> • Logo in all advertising material • Logo & link to your website on the IAJSD main home & event page: banner advertisement featured on website • eBlast through social media channels • Opportunity to host ONE of IAJSD additional events • Opportunity for an event giveaway certificate • Website content 	<ul style="list-style-type: none"> • Logo in most advertising material • Logo & link to your website on the IAJSD main event page: sidebar banner advertisement featured on website • eBlast through social media channels • Opportunity to host ONE of IAJSD additional events • Opportunity for an event giveaway certificate • Website content 	<ul style="list-style-type: none"> • Logo in some advertising material • Logo/name & link to your website on the IAJSD website • Featured eBlast & social media announcement • Opportunity to host ONE of IAJSD additional events • Opportunity for an event giveaway certificate • Website contributors page
On-Site Promotion	<ul style="list-style-type: none"> • Promotional banner at event • Company table at events when available • Full-page ad in program • 4 Guest tickets with preferred seating to events • Guest speaker on LIVE shows 	<ul style="list-style-type: none"> • Promotional banner at event • Logo on signage at front of event/foyer & near main performance area • 1/2-page ad in program • 2 Guest tickets to events 	<ul style="list-style-type: none"> • Name/business name on signage at front of event/foyer & near main performance area • 1/4-page ad in program • 2 Guest tickets to events
Event Goodie Bag	<ul style="list-style-type: none"> • Product or service certificate giveaway coupon inserted into event Groove Bag⁺ 	<ul style="list-style-type: none"> • Product or service certificate giveaway coupon inserted into event Groove Bag⁺ 	<ul style="list-style-type: none"> • Product or service certificate giveaway coupon inserted into event Groove Bag⁺
Sponsor Perks	<ul style="list-style-type: none"> • Logo screen printed on all student performance shirts • Logo screen-printed on all promotional t-shirts 	<ul style="list-style-type: none"> • Logo screen printed on all promotional t-shirts 	<ul style="list-style-type: none"> • Name screen-printed on all promotional t-shirts
Investment	\$5,000	\$2,500	\$1,250

⁺ Silent Auction items and promotional donations for goodie bags accepted for events on Dec 3, Dec 21 & Mar 15.

We hope we can count on your support to help IAJSD make an impact on San Diego's youth and jazz community! It would be great to chat with you to discuss this exciting opportunity for both of us. You can reach me directly at **619-977-7453** or **guy.gonzales@iajdsd.org**. I look forward to hearing from you soon. Thank you in advance!

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