

JANUARY 23 - 29TH 2011 | TRELAWNY, JAMAICA



The Art
of Music

JAMAICA

JAZZ & BLUES

15TH ANNIVERSARY

2011 FESTIVAL & SPONSORSHIP OVERVIEW

TAKING THE CARIBBEAN'S PREMIER MUSIC
FESTIVAL EVEN FURTHER.





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JANUARY 23-29TH 2011
TRELAWNY, JAMAICA

The Overview

Jamaica Jazz and Blues 2010



In 2010, the Festival surpassed expectations for attendance in a year when the economic situation and very erratic business climate threatened to put a damper on the event. Anticipation and excitement is thus now extremely high for the 15th anniversary celebration in 2011.

The Jamaica Jazz and Blues Festival, (formerly the Air Jamaica Jazz and Blues Festival), has been running for 15 years growing from a modest start of 1,500 patrons to over 25,000 in 2010. This includes over 6,000 visitors to the island each year. The Festival has attracted an increasingly amount of international artists some of which include: Gladys Knight, Diana Ross, Kenny Rogers, Anita Baker, Hall & Oates, John Legend, Alicia Keys, Maxi Priest, Babyface, The Whispers, Joss Stone, Monty Alexander and Billy Ocean.



JAMAICA JAZZ & BLUES 15TH ANNIVERSARY

JANUARY 23-29TH 2011
TRELAWNY, JAMAICA

PR & Marketing

Jamaica Jazz and Blues offers companies partnering with the event the opportunity for extensive promotion starting a minimum of six months before the event. The Festival develops comprehensive local and international PR and marketing plans which employ traditional methods as well new media platforms such as social and interactive marketing on the internet.

Print Promotion

Our print promotion encompasses over 200,000 glossy fliers, door knockers, posters and inserts, which are distributed across Jamaica as well as in the major US cities, Canada and the UK. Over 100 custom advertisements are placed in leading newspapers. In addition, press releases and special features are used to create further awareness about the event. 50,000 copies of a glossy, full colour souvenir festival magazine is distributed in local hotels, the Montego Bay airport, ticket outlets, major tourist attractions and at the Festival. All our print material feature our sponsors.

Our main print partner is The Gleaner Company with publications including, The Daily and Sunday Gleaner, The Star, The Voice(Britain), South Florida Extra, Canada Extra, Hospitality Jamaica and Youth link. In addition, we work closely with other local and international partners to ensure that the Festival's message is distributed to a wide cross section of persons in Jamaica, the USA, the Caribbean and Canada.

Radio and Television

The Festival works with several radio and television stations in Jamaica and the USA, airing over 5,000 radio and television ads which together reach an audience of over twelve (12) million. 45 second commercials will include either the name, tagline or logo of our major sponsors.

Our television partners include, CVM TV, Hype TV, The Cable Network TVJ, Plush TV(New York), CIN TV,CNPTV (New England) NBC South Florida, CBS South Florida. Our radio partners include, FAME FM, RJR 94, Zip FM, Linkup Radio (New York), WPWX (Chicago), WBEB-FM (Philadelphia), WOMX Mix 105 (Orlando)WFLC-FM (Miami) along with others.

Jamaica Jazz and Blues offers companies which partner with the event the opportunity for six months of extensive promotion including:

- **200,000 + glossy, full-colour fliers and posters**
- **20,000 hotel door knockers**
- **50,000 full- colour, glossy souvenir magazines**
- **Over 100 newspaper ads**
- **Over 3,000 (45 sec)TV ads reaching over 8 million viewers**
- **Over 1,000 (45sec) radio ads reaching over 5 million listeners**
- **Over 300,000 emails**
- **Exposure on websites reaching over 20 million visitors**



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JANUARY 23-29TH 2011
TRELAWNY, JAMAICA

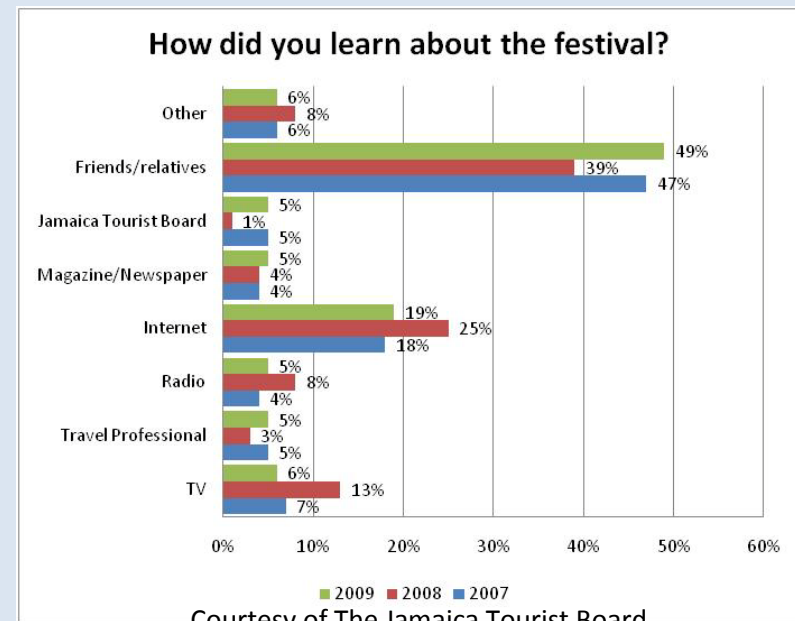
Internet Marketing

The Festival's interactive website offers opportunity for promotions, competitions, visitor registrations, video uploads and downloads, advertising, and social networking. Our ability to be interactive with our clients enables us to identify attitudes towards brands and products, understand customer attitudes and access information that can uncover new product opportunities. In addition, the Festival works with numerous partner and entertainment related websites as well as social sites such as Facebook, YouTube and Twitter.

We are currently developing a database of subscribers which will be used for targeted messages relating to the festival. Additionally, the Festival partners with other websites which sends direct messages to over 3 million subscribers.

The organizers successfully tested live streaming of the 2010 festival around the world. This test stream attracted and interacted with over 15,000 viewers from over 20 countries including the USA, Jamaica, Canada, the UK, Europe and South America. For 2011, we will be implementing this strategy along with mobile downloads and will offer partners opportunities to reach global audiences.

While our advertising is very effective, the success of the festival also relies heavily on word of mouth promotion which, over the years, has proven to be a significant tool in the overall marketing strategy.





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JANUARY 23-29TH 2011
TRELAWNY, JAMAICA

Highlights



Art & Craft Village

Jamaican art and craft items are available from our vendors. Patrons can acquire unique souvenirs to take home.



Food Court

A wide variety of tasty Jamaican food is offered in our food court which will cater to all tastes.



Talent Stage

On this stage we present new talent to our audience. The bands are chosen by online voting and live auditions.



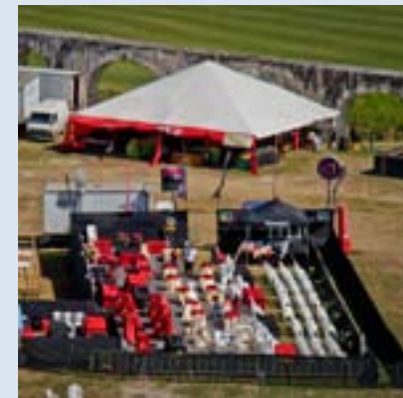
Sponsor Booths

Our major sponsors create exciting booths to entertain their guests at the festival.



Skyboxes

Private and individual skyboxes which tower above the crowd can be purchased by our patrons to entertain friends, family or clients.



The Gallery

For those who wish a bit more we offer The Gallery which features a comfortable lounge area with own inclusive bar



JAMAICA JAZZ & BLUES 15TH ANNIVERSARY

JANUARY 23-29TH 2011
TRELAWNY, JAMAICA

Featured Activities for 2011



Live Streaming

The Festival will stream highlights of the show live on the internet. In addition, carefully selected international venues will be used as virtual Jamaica Jazz and Blues venues to which the festival will be streamed and viewed on closed circuit large screens. Patrons will be able to purchase tickets to view the event.



Art of Music Live

Through its talent stage performances, Jamaica Jazz and Blues has been successful over the years in providing excellent exposure to undiscovered, unsigned and original Jamaican artists. In 2010, three bands were chosen from the USA and twelve from Jamaica, to perform on the talent stage. All got rave reviews.

For 2011, the Festival plans to extend this programme to cater to more bands over a six to eight month period. This will feature a series of auditions throughout the year starting in May and culminating with a round of eliminations between September to December. One band will be selected to perform on the main stage at the Festival and 15 others to perform on the talent stage. Selections will be made through judging as well as online and text voting.



Jazz Goes “Green”

With the rising concern regarding the erosion of our environment Jamaica Jazz and Blues will be increasing its efforts to go “green”. Currently the Festival is engaged in recycling all plastics used at the event. For 2011, the plan is to pay attention to several other areas directly related to the protection and conservation of Jamaica including:

- Sewage Disposal
- Energy Usage
- Waste creation and disposal
- Water conservation



JAMAICA
JAZZ & BLUES
15TH ANNIVERSARY

JANUARY 23-29TH 2011
TRELAWNY, JAMAICA

New For 2011

The JJ&B Platinum Club

Members of this club will get special benefits which will include:

- Membership card
- Access to the Platinum terrace with its own food court, bars and bathrooms
- Access to special parking area
- Access to early bird tickets for reserved VIP seating in the front and center-stage on the field
- Automatic festival updates with the Jazz Buzz, email and mobile alerts
- Commemorative festival t-shirt
- Automatic entry in raffle for free VIP tickets and access to Galaxy lounge
- Members will get discounts from participating hotels, restaurants, bars and attractions in Montego Bay and Ocho Rios during the festival with presentation of membership card



JAMAICA JAZZ & BLUES 15TH ANNIVERSARY

JANUARY 23-29TH 2011
TRELAWNY, JAMAICA

Sponsorship Opportunities

Jamaica Jazz and Blues always seek to creatively partner with companies that wish to associate themselves with a high quality event that brings thousands of music lovers together for a one of a kind experience. Being a sponsor of the festival is an effective way to reach our patrons, whether by introducing new products through sampling, or simply by informing or educating festival-goers about the company through advertising and promotions.

Overall Benefits

- Find and interact with audiences which care about your brand and product
- Develop increased brand awareness through ability to showcase your brand before, during and after the event
- Lead generation through access to over 30,000 attendees
- Participation in multi-tiered web campaign including email, newsletters, social media interaction
- Inclusion in a six to eight month comprehensive marketing programme which will include thousands of advertisements on local and international radio, television, print media as well as the internet, which will reach an audience of over seven (7) million persons
- Inclusion in an integrated PR campaign which will include events, competitions, and releases
- Ability to host employee and customer loyalty activities
- Opportunity for networking and creating linkages with other business and commercial enterprises

Becoming a sponsor of Jamaica Jazz and Blues Festival can have a tremendously positive impact on any company whose products or ideas are in line with the lifestyle of our devoted festival fans. It is an effective vehicle to increase sales and brand awareness and to promote growth.

Audience Profile

The Festival attracts a local and international audience which is relatively affluent and who are heavily brand loyal. Up to 30% are first-time attendees.

Statistics

- **Attendance - 25,000 + (8,000 - 10,000 per day). With the move to a new venue, this number will increase to 10, 000 - 15,000 per day.**
- **Residence - Jamaica (65%), USA, Canada, & UK (30%), Others (5%)**
- **Gender - 65% female**
- **Age - 25 - 44 (19%) 34-49 (45%), 50 - 64 (33%)**
- **Income - Upper Middle to Upper**
- **Education- Bachelor level University degree**
- **Spend - US\$500 at the festival over**



JAMAICA
JAZZ & BLUES
 15TH ANNIVERSARY

JANUARY 23-29TH 2011
 TRELAWNY, JAMAICA

Sponsorship Offers – Exclusivity and Branding

Sponsorship Benefits	Diamond \$500,000	Platinum 200,000	Gold 100,000	Silver \$50,000
"Presented By" status with top billing for name and logo on all promotional media	Jamaica Jazz & Blues PRESENTED BY...			
Customized Branding and activities	To be negotiated			
Rooms at all inclusive hotel resort for company use	4 doubles			
Special access for key company executives to meet , greet and have photo-ops with artistes	3			
Sponsor name and logo on Festival tickets	On all Tickets			
Opportunity to host a key hospitality event (eg "Celebrity" reception	Name and logo on invitation			
Membership in the JJ&B Platinum Club for Execs and selected customers	Number to be negotiated			
Banners at satellite events	2	1		
Sponsorship exclusivity	All Categories and Brands of Products	Product Exclusivity	Brand Exclusivity	
Opportunity to fly blimp over Festival site	All three nights	All Three nights	All Three nights	
Sponsor logo on Festival merchandise	On all items (T shirts, caps, beer mugs etc)	on T- shirts only	On T-shirts only	On T-shirts only
Backlit signage & Banners on main grounds	To be negotiated	8	6	4
Free Standing/Feather Banners at press launch ***	To be negotiated	4	2	2
Signage Placement	Premium +	Premium	Prime	Prime
Premium customized booth space in sponsor area at the festival	900 sq ft	600 sq ft	400 sq ft	300 sq ft

Signage Placement

Premium + Main road/ car park/speaker tower/front venue/main entrance/pathway to grounds/exits/ticket booths, sponsor booth and general areas

Premium Main road/ car park/front venue/ pathway to grounds/exits/ticket booths/sponsor booth and general areas

Prime Food Court/sponsor booth and general areas

*** Number and types of banners may be adjusted based on venues/placement may be adjusted dependent on venue and set up requirements
 Approval for main road signage is responsibility of sponsor.



JAMAICA
JAZZ & BLUES
 15TH ANNIVERSARY

JANUARY 23-29TH 2011
 TRELAWNY, JAMAICA

Sponsorship Offers Advertising & PR

	Diamond	Platinum	Gold	Silver
Sponsorship Benefits	\$500,000	200,000	100,000	\$50,000
Complimentary rotation on 30 sec ad on Jumbo Screen at Festival	6	3		
Discount on full loop jumbo screen advertising	50%	25%	25%	
Name/Logo in television/radio/newspaper advertising	All TV Ads	All TV Ads	All TV Ads	All TV Ads
Name and logo placement on fliers/posters	Top billing	Top tier billing	Top tier billing	Second/ third tier billing
Name and logo placement on posters	Top billing	Top tier billing	Top tier billing	Second/ third tier billing
Company name and logo with hyperlink on Festival website	Top tier on Home page and Sponsor Page	Second tier on Home page and Sponsor page	Third tier on Sponsor Page	Fourth tier on Sponsor page
Advertising in festival magazine	Full page + listing in Sponsor acknowledgement	1/2 page + listing in Sponsor acknowledgement	1/4 page + listing in Sponsor acknowledgement	1/4 page + listing in Sponsor acknowledgement
Recurring sponsor acknowledgments on stage	Name and 10 sec message at every band change	Name and 10 sec message twice per night	Name only twice per night	Name only twice per night
Inclusion of press release/flier in press kit	In kits for all launches and in final accreditation kit	In kits for all launches and in final accreditation kit	In kits for all launches and in final accreditation kit	In final accreditation kit
Inclusion in press releases	Dedicated release announcing sponsorship and name and quote in all releases	Name and quote in two releases	Name in two releases	Name in two releases



JAMAICA
JAZZ & BLUES
 15TH ANNIVERSARY

JANUARY 23-29TH 2011
 TRELAWNY, JAMAICA

Sponsorship Offers – Passes & Parking

Sponsorship Benefits	Diamond		Platinum		Gold		Silver	
	\$500,000		200,000		100,000		\$50,000	
Special Reserved Parking area for clients or staff	Area to be negotiated							
General parking passes	6 per night	Total 18	5 per night	Total 15	4 nightly	Total 12	3 nightly	Total 6
Reserved parking passes	4 per night	Total 12	3 per night	Total 9	2 nightly	Total 6	2 nightly	Total 6
Comp. VIP staff working passes	2 per night	Total 6	2 per night	Total 6	0		0	
Comp. general staff working passes	4 per night	Total 12	4 per night	Total 12	0		0	
Discount on staff working passes	50%		50%		50%		25%	
Discount on purchase of Festival tickets	15%		15%		10%		10%	
General tickets per night for pre-fest. Consumer promotions *	6 per night	Total 18	4 per night	Total 12	2 nightly	Total 6	0	
Press Area access (not valid for entry into event) **	4 per night	Total 12	4 per night	Total 12	2 nightly	Total 6	2 nightly	Total 6
Personalised all access passes	4 per night	Total 12	2 per night	Total 6	0		0	
VIP Sponsor tickets	6 per night	Total 18	5 per night	Total 15	2 nightly	Total 6	2 nightly	Total 6
General Sponsor tickets	10 per night	Total 30	6 per night	Total 18	4 nightly	Total 6	2 nightly	Total 6

Notes

* Consumer promotion must be approved by TurnKey. Must be completed and winner announced at least two weeks before Festival for tickets to be awarded.

** Press access passes are not eligible for entry into Festival. Persons with press access passes must also have Festival tickets to access venue.



JAMAICA
JAZZ & BLUES
 15TH ANNIVERSARY

JANUARY 23-29TH 2011
 TRELAWNY, JAMAICA

Summary of Planned Media Activities

Region	Media	Begin	End	# Weeks	Budgeted	Audience	Demographics			
							Age (years)	Gender (%)		Income US\$000
								M	F	
Global	Internet	1-Apr-10	31-Jan-11	44	\$ 8,000	20 million	23-38	44	56	\$25-\$50
Jamaica	Billboards	12-Jan-10	31-Jan-11	55	\$ 12,000	500,000				
	Print	1-Sep-10	31-Jan-11	22	\$ 100,000	2 million				
	Radio	1-Sep-10	31-Jan-11	22	\$ 200,000		35-64	40	60	\$25 - \$50
	Television	1-Sep-10	31-Jan-11	22	\$ 150,000	3 million	35-64	40	60	\$25 - \$50
USA	Print	1-Jun-10	31-Oct-10	22	\$ 100,000	700,000	25-49	33	67	< \$50
	Radio			0	\$ 200,000	10 million	35-64	45	55	\$25 - \$74
	Television			0	\$ 50,000	5.2 million	35-64			
					\$ 820,000					



JAMAICA JAZZ & BLUES 15TH ANNIVERSARY

JANUARY 23-29TH 2011
TRELAWNY, JAMAICA

Contact Us

We look forward to talking to you about the many opportunities that exist. We will be happy to meet with you at your earliest convenience. We can also communicate with you by phone, email or skype, whichever is more convenient to you.

Contact:

Marcia McDonnough
Sponsorship Director
Jamaica Jazz and Blues
Call: (876) 702-0536, (876) 855-0824
Email: sponsorship@jamaicajazzandblues.com
Skype: marciamcdonnough
Website: jamaicajazzandblues.com

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