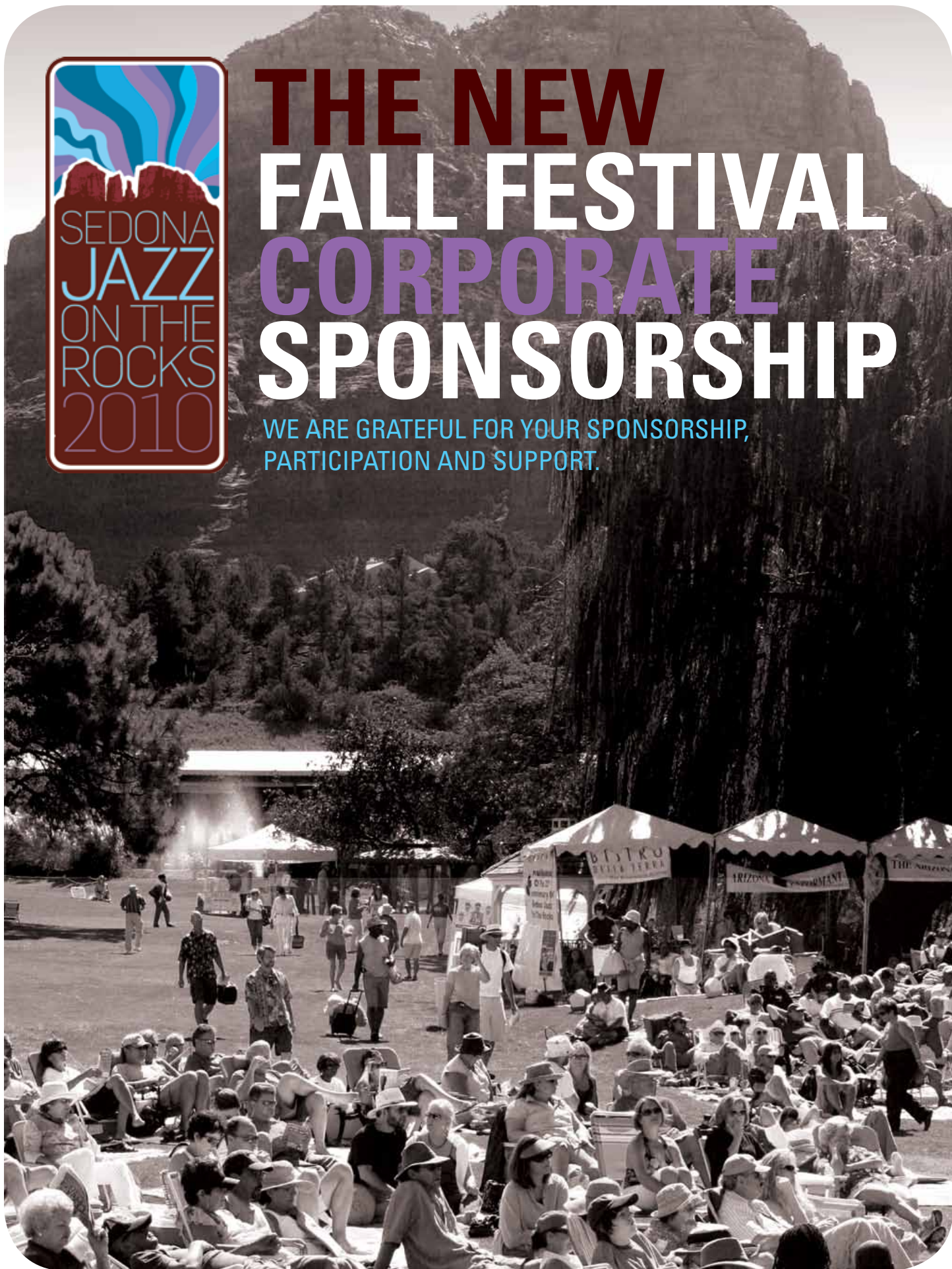




THE NEW FALL FESTIVAL CORPORATE SPONSORSHIP

WE ARE GRATEFUL FOR YOUR SPONSORSHIP,
PARTICIPATION AND SUPPORT.





THE NEW SEDONA JAZZ ON THE ROCKS FALL FESTIVAL IS READY TO ROLL.

Like the pause a master trumpeter takes right before blowing that unforgettable blue note, Sedona Jazz on the Rocks is poised to launch into a new era of Jazz festivals and musical education.

A BOLD VISION FOR A NEW BEGINNING.

Sedona Jazz on the Rocks (SJOR) is back with a renewed sense of purpose, vigor and resolve. Our goal is to become the premier Jazz festival—not only in the Southwest—but the nation. To that end, we have reinvented our 28-year festival from the ground up. Combining robust experience with the latest best practices in marketing, publicity and new media, we are creating an inclusive festival that cuts across musical genres to attract a larger fan base and improve return on investment to corporate sponsorship.

ABOUT SEDONA JAZZ ON THE ROCKS.

Established in 1981, Sedona Jazz on the Rocks is one of the oldest and most respected Jazz festivals in the Southwest. Each Fall, we showcase the newest talent and legendary performers for three days of incredible music in one of the most breathtaking settings on earth. Ask any Jazz musician of note—and chances are—they have either performed here or would love that opportunity. Simply put, there is no other venue like it, anywhere.

As a 501(c)3, it is our mission to keep Jazz alive and flourishing for generations to come. Moreover, SJOR brings in more than \$3 million to the local economy each year. From these festivals, special events, corporate sponsorship, direct donations, and membership dues, we have donated more than \$335,000 for youth Jazz education.

SEDONA, AZ: WHERE MOTHER NATURE AND JAZZ MEET.

Unlike many music festivals hosted in downtown cores, SJOR takes place in a resort town nestled in the high desert, surrounded by majestic mountains and pillars of red rock. Sharing the same stunning geology as the Grand Canyon, Sedona is an international mecca for hikers, golfers, spiritual seekers, spa enthusiasts, visual artists, and musicians. Throw in the best of old and new Jazz, and you have the perfect formula for a successful festival.



“REJAZZINATING” SJOR.

In order to stay relevant to our fans, expand our sponsorship appeal, and reach out to new audiences, SJOR has embraced the following commitments:

- * Greater Corporate Visibility, Partnership and Collaboration. For those sponsors who support us, SJOR promises flexible, creative collaboration to help them yield tangible benefits from their participation. We believe in active and fully engaged reciprocity to back our sponsor’s efforts at raising their visibility and connection with their target audiences. Using traditional, non-traditional and customized promotional techniques, SJOR endeavors to achieve win-win results for all involved.
- * Much More Than Jazz. While Jazz will always be the soul of our festival, we will expand our slate of performers to include rhythm & blues and crossover artists of other genres to boost our attendance by more than 30% in 2010.
- * International Audience Outreach: With the popularity of Jazz in Asia, Europe and Canada on the rise, SJOR will target marketing, publicity and advertising efforts to entice affluent international travelers to our event. SJOR will be working with PBS to execute a simulcast and radio to reach a broader audience.
- * Renewed Local Community Involvement: SJOR is building alliances with Sedona’s diverse pool of creative talent and local businesses. From fine arts and crafts; to film and music; to wineries to galleries; to restaurants and resorts; our goal is to weave a tapestry of strong grassroots support for the event.

Jazz enthusiasts are highly educated and from a well-to-do market.

GENDER

| | |
|--------|-----|
| Male | 78% |
| Female | 22% |

AGE

| | |
|-------|-----|
| 18-24 | 7% |
| 25-36 | 24% |
| 37-48 | 35% |
| 49-62 | 30% |
| 63+ | 4% |

INDIVIDUAL INCOME

| | |
|---------------------|-----|
| \$24,000-\$44,000 | 28% |
| \$44,001-\$64,000 | 24% |
| \$64,001-\$84,000 | 20% |
| \$84,001-\$104,000 | 15% |
| \$104,000-\$150,000 | 8% |
| \$150,001+ | 5% |

MARITAL STATUS

| | |
|-----------------------|-----|
| Single | 40% |
| Married | 34% |
| Married with Children | 26% |



OUR GOAL:

Raise \$350,000+ for Sedona Jazz on the Rocks education and performance programs in 2010.

During these challenging economic times, the only way we can continue to make Sedona Jazz on the Rocks a prime source of musical education is through your generous donation. With your help, not only will Sedona Jazz on the Rocks emerge as a Jazz festival icon, you will help us educate generations of young musicians for years to come.

CORPORATE SPONSORSHIP LEVELS

Presenting Sponsor (\$75,000) - One Available

Platinum (\$50,000) - Two Available

Diamond (\$25,000) - Four Available

Gold Elite (\$10,000) - Eight Available

Silver (\$1,000) - Ten Available

Bronze (\$500) - Twenty Five Available

SEDONA JAZZ ON ROCKS AT A GLANCE:

- Established in 1981, Sedona Jazz on the Rocks festival (SJOR) is held every October in Sedona, AZ.
- SJOR is one of the oldest, largest and best-attended Jazz festivals in the Southwest.
- The 3-day event attracts over 5,000+ attendees and has a \$3 million economic impact for the local economy.
- SJOR will boost attendance by 30% or more in 2010 through TV, and other media including internet.
- SJOR is a 501(c)3 non-profit organization that has awarded over \$335,000 in scholarships to youth ages 6 to 18 years old.
- More than 1,000 youth participate each year in SJOR music education programs.
- More than 300 volunteers donate their time and talent every year to stage the Fall Festival.



CORPORATE OPPORTUNITIES

PRESENTING SPONSOR (\$75,000)

- Acknowledgment as the “Presenting Sponsor” in all press releases, printed media, website and radio ads
- Gateway banner with logo
- Marquis sign or banner in front of the stage
- Product or Service category exclusivity
- On-stage Festival Kick-off and “Thank You” presentation for key executives
- Sponsorship acknowledgments from the stage
- Inside front cover, full-page logo Ad in the printed program
- Logo placement on all tickets, print ads, and marketing materials
- 1 booth space for marketing/sales of your product near the stage
- A dedicated Hospitality Tent reserved exclusively for you and your guests, featuring appetizing food and wine, and promotional gift bags
- Twelve tickets to the Jazz Circle Party
- V.I.P. parking and access for your company representatives and guests

PLATINUM (\$50,000)

- Acknowledgment as the “Platinum Sponsor” in all printed media, press releases, and on our website
- Large sign/banner in front of the stage
- Product or Service category exclusivity
- Sponsorship acknowledgments from the stage
- Inside Back Cover, full page logo Ad in the printed program
- Logo placement on all print ads and marketing materials
- 1 booth space for marketing/sales of your product near the stage
- A dedicated Hospitality Tent reserved exclusively for you and your guests, featuring appetizing food and wine, and promotional gift bags
- Eight Tickets to the Jazz Circle Party
- V.I.P. parking and access for your company representatives and guests

DIAMOND (\$25,000)

- Acknowledgment as a “Diamond Sponsor” on all marketing materials and on our website
- Logo inclusion on signage throughout the festival site
- Full page logo Ad with prominent placement in the printed program
- Logo placement on all programs and print ads
- Sponsorship acknowledgments from the stage
- 1 booth space for marketing/sales of your product
- Six tickets to the Jazz Circle Party
- Promotional gift bags and V.I.P. parking and access for your company representatives





CORPORATE OPPORTUNITIES CONTINUED

GOLD ELITE (\$10,000)

- Acknowledgment as a “Gold Elite Sponsor” in media and on our website
- Half-page logo Ad in the printed program
- Cross promotion on KYOT, smooth jazz and PBS.
- Logo inclusion on signage throughout the festival site
- 1 booth space for marketing/sales of your product, next to the wine and beer.
- Six tickets to the VIP.Jazz Circle Party
- Sponsorship acknowledgments from the stage

SILVER (\$1,000)

- Acknowledgement as a “Silver Sponsor” in media and on our website
- Half-page Ad in the printed program
- Logo inclusion on signage throughout the festival site
- Table with signage and logo for marketing and product sales
- Certificate of appreciation and festival T-Shirts

BRONZE (\$500)

- Acknowledgement as “Bronze Sponsor” in media and on our website
- Quarter-page Ad in the printed program
- Table with signage for marketing and product sales
- Certificate of appreciation and festival T-Shirts





COMMITMENT FORM

COMPANY NAME: _____

CONTACT NAME: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

CORPORATE SPONSORSHIP

- \$75,000 Presenting
- \$50,000 Platinum
- \$25,000 Diamond
- \$10,000 Gold Elite
- \$1000 Silver
- \$500 Bronze

PAYMENT METHOD

_____ BILL ME (We will mail an invoice to the address listed above)

_____ PAYMENT ENCLOSED

_____ PLEASE CHARGE MY CREDIT CARD

CREDIT CARD # _____

EXPIRATION DATE _____

NAME AS SHOWN ON CARD _____

SIGNATURE _____

SJOR ARTIST

Diana Krall
Tony Bennett
Nora Jones
Al Jarreau
Branford Marsalis
Russell Malone
Ramsey Lewis
Wayne Shorter
Herbie Hancock
Nancy Wilson
Dee Dee Bridgewater
Terence Blanchard
Dave Koz
Chuck Mangione
Chick Corea
David Sanborn
Dianne Reeves
Norman Brown

Joshua Redman
Stanley Jordan
Boney James
Yellow Jackets
Big Bad Voodoo Daddy
Sonny Rollins
Charles Lewis
James Moody
Joe Williams
Billy Eckstine
Jon Faddis
Ritchie Cole
Terry Gibbs
Buddy DeFranco
Diane Schur
Woody Herman Orchestra
Cleo Laine
The Count Basie Orchestra

Marlena Shaw
Joey DeFrancesco
Eddie Daniels
Gary Burton
Gerry Mulligan
Maynard Ferguson
Bobby Hutcherson
Bill Waltrous
Benny Green
Bud Shank
Billy Mitchell
Poncho Sanchez
Gato Barbieri
Paquito D' Rivera
Spyro Gyra
Earl Klugh

TALENT AGENCIES

- azentertainmentandevents.com/
- sonymusic.com/
- thenugroove.com/index2.htm
- mackavenue.com/
- berkeleyagency.com/index.html
- wlatalent.com/index.htm
- paradisearchists.com/home.html
- mcgjazz.org/_wp/
- chuckrainey.com/
- bestinentertainment.net/
- airmtm.com/
- crescendoartists.com/
- jwpjazz.com/artists.html
- allianceartistmanagement.com/agency.php?view=roster
- skylineonline.com/
- wolfmanjack.com/
- imnworld.com/
- lustigtalent.com/frameset1.htm
- jamstarproductions.com/
- universalattractions.com/
- popmusiclive.net/
- amentertainment.com/artist-avails.html
- road-dawg.com/
- youtube.com/watch?v=n5CFYV94jJM&feature=email

