



2022

SPONSORSHIP DECK



**OTTAWA
JAZZ
FESTIVAL**

WORLD-CLASS MUSIC IN THE HEART OF THE CAPITAL

Welcome to the Ottawa Jazz Festival. Since 1980 the Festival, trailblazing with the most dynamic programming and innovations, has presented the finest musicians from across Canada and around the world, in all genres and inspirations of jazz. For 10 days every June, venues across downtown Ottawa come alive with a dynamic musical experience, centred on the mainstage in Confederation Park, featuring a range of performances from groundbreaking new artists like a young Janelle Monae to Kenny Rogers' farewell concert. Our engaged and inclusive audience of over 290,000+ is keen to support businesses that support the music. We are fiercely local, showcasing our partners throughout the year. We are also proud of our international scope and reach; bringing artists from around the globe to the Ottawa stage. Our 2020 Virtual Festival TENACITY has grown our global reach significantly.

THE OTTAWA JAZZ FESTIVAL IS...

The music, the energy, the pure magic that happens under the stars with the stars, when partners work together.

- world class music performed by the best and most diverse musicians in Canada and the world.
- patron focused and artist driven
 - collaborative with experienced leadership
 - a warm summer evening of uplifting and unforgettable experiences
- 7 to 10-day summer Festival of great music at the end of June
- 3-day groundbreaking and innovative Winter jazz Festival in January
- special concerts throughout the year

PAST PERFORMERS

Aretha Franklin • Norah Jones • Herbie Hancock • Boz Scaggs
Chicago • Robert Plant • The Roots • Chaka Khan
Steve Miller Band • Earth, Wind & Fire • Feist • Joss Stone
Kenny Rogers • Brian Wilson • Charles Bradley • Ben Harper
Buffy Sainte-Marie • Elvis Costello • Doobie Brothers
Sarah McLachlan • Pink Martini • Béla Fleck • Diana Krall
Tony Bennett • Beirut • Al Di Meola • Tower Of Power
Serena Ryder • Janelle Monáe • Snarky Puppy
Kamasi Washington • k.d. lang • Chris Botti • Stanley Clarke
Macy Gray • Branford Marsalis • Bobby McFerrin
Michael Franti • Antonio Sánchez • Bruce Cockburn
Wynton Marsalis • Lee Fields • Omara Portuondo • Judith Hill
George Benson • Chick Corea • Esperanza Spalding
Sonny Rollins and More!

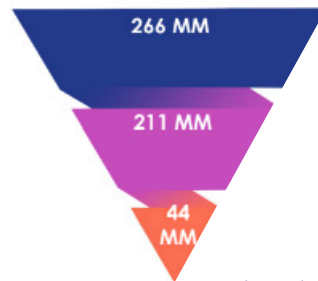
2019 JAZZ FESTIVAL STATS & OVERVIEW

AUDIENCE

AUDIENCE



- Locals - 257,433 (88.75%)
- Ontario (beyond 100k) = 17,342 (5.98%)
- United States - 1,057 (.36%)
- Other Canada - 7,982 (2.75%)
- International - 5,220 (1.8%)



- Traditional Media
- Social Media
- Digital Media



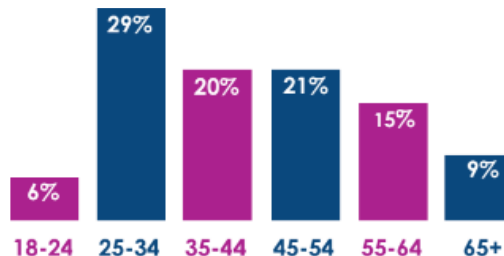
43% of tourists stayed in hotels
📈 **50%** over 2018

* Traditional media includes a significant portion of in-kind advertising. All digital and social media is paid

SOCIAL MEDIA

- 10.4 likes | 5.3m reach
- 19.2K Followers | +55% Engagement
- 4.2K Followers | 13K Total Likes

WEBSITE



1 in 3 website visitors are between the age of 25 and 34.

2020 JAZZ FESTIVAL STATS & OVERVIEW

WINTER JAZZ FESTIVAL

Total Attendance	1.5K
Total Web Pageviews	84.5K
Total E-blast Recipients	55.3K +
Total Tweet Impressions	120K +
Total Social Media Reach*	6.8 MM+

TENACITY FESTIVAL MEDIA

Total Media Reach..... 31.7 Million
Total Social Media Reach*.....53 Million
(June 1 to July 16)

CURRENT SOCIAL MEDIA

 10.5K likes | 118.8k post reach

 18.9K followers | 65k Impressions

 4.5k likes

10-day virtual series in June
2020

TENACITY FESTIVAL
AUDIENCE

24K

VIEWS

and counting...



Local - 10,453 (41.8%)

Ontario - 2,717 (10.9%)

Canada - 8,187 (32.8%)

US & International - 3,643 (14.5%)

Website statistics compiled by google analytics
| Social media stats compiled by Meltwater

YOUR OPPORTUNITIES



BRANDING & EXPOSURE

Brand partnership is our goal. With posters distributed, a street banner campaign, e-newsletters, a broad social media presence, and multiple press releases, the possibilities for collaboration are endless. We are uniquely positioned to effortlessly showcase your brand.

The Festival has prime space available for on-site branding and signage, including visibility to drive-by and walk-by traffic. Take advantage of the hundreds of feet of fencing and various stages, tents, venues, and outdoor spaces for banners, logos, booths, and activations.

Our stage-side, high-def jumbo screen presents short still and video ads on a loop before and between shows. We also offer ad space in our brand new OJF App.

With the shift to the virtual world we are also able to offer equivalent promotion and brand recognition before or during online performances.

With the Festival prominently situated in a rare downtown greenspace, just steps from Parliament, Elgin Street, and the Byward Market, there is no other similar opportunity available in Ottawa during the lead-up to Canada Day.



YOUR BRAND STAGE

Watch exciting musical acts on your own branded stage at the Festival, affording maximum visibility and ample branding opportunities. Includes:

- Logo in marketing campaigns
- Website recognition
- Major social media mentions
- Branded show info and ad in OJF App
- 15-second jumbo screen ad
- Tons of on-site and on-stage branding space
- Option to introduce shows
- Tickets, passes, and more!

YOUR BRAND SERIES

Sponsor one of our various unique series and see your brand represented in our marketing campaign beside each show in the series! Includes:

- Logo in marketing campaigns
- Website recognition
- Social media mentions
- Ad in OJF App
- 15-second jumbo screen ad
- On-stage and on-site signage
- Option to introduce shows
- Tickets and passes and more!



YOUR BRAND TENT

Brand our Gold or VIP Tent! The Gold Tent offers our 300 Gold Pass holders a covered, private area to enjoy the main stage shows in comfort. Our stylish VIP Tent welcomes 200 guests, with its own bar and catering: the prime place for corporate and private parties. Both include:

- Website recognition
- Branded tent, and on-site signage
- Listings on Festival map
- 15-second jumbo screen ad
- Ad in OJF App
- Social media love
- Tickets and passes!

OFFICIAL VOLUNTEER SPONSOR

Over 650 volunteers donate their time (24,000 hours total!) and energy each year to make the Jazz Festival a success. We are so grateful for their support and generosity. Support our volunteers by becoming our Official Volunteer Sponsor! Includes:

- Logo on 650 volunteer t-shirts
- Branded Volunteer Village
- 15-second jumbo screen ad
- Ad in OJF App
- Social media shout-outs
- Tickets and passes!



OFFICIAL PARTNERS

Our official partners help us do what we do. From accommodation and refreshments to logistics and technical support, the sky's the limit on how we can make the magic of the Festival happen, together. Includes:

- Website recognition
- 15-second jumbo screen ad
- Ad in OJF App
- Social media shout-outs
- On-site signage
- Tickets and passes!

ACTIVATIONS

Activations are effective for product sampling, sales, promotion and brand awareness. On-site activation have included: TD, OLG, McCafé, The Record Centre, Top Shelf and more...

Be front and centre with your very own space on-site! Come for the entire Festival, a weekend, or just for Canada Day and engage directly with our 250,000+ active audience members. Want live music to draw a crowd? Jumbo screen presence? An ad on the OJF App? Social media tags? We have options to help you.

The much appreciated TD Zone provides free WiFi and a cell phone charging station



VIP EVENINGS

Want to thank your team? Impress new clients? Or have a magical night with up to 200 of your friends, clients, employees, or business leaders? Enter our comfortable, curated on-site space during a headliner performance. With private bar, a variety of food options provided by our catering partners and elegant furnishings sheltered from the elements: this is your opportunity to throw the party of the year with world-class live music as your entertainment. Your VIP Tent package includes: guest access to all outdoor shows for that evening, exclusive access for your guests to the VIP area, covered and comfortable seating, an in-tent bar, and catering options with food service.

VIP evenings are booked on a first-come, first-served basis so act fast to secure your preferred 'live' party soundtrack!



BENEFIT VALUATION

The following is a summary of the sponsor benefit valuations.
More detailed information and breakdowns are available on request.

BENEFIT	IMPRESSIONS	VALUATION
• Website Presence	613,000	\$86,350
• Facebook	11,000	\$1,760
• Twitter	19,200	\$1,536
• Instagram	4,520	\$316
• 3rd Party On-line Advertisement	400,000	\$28,633
• E-blasts	738,000	\$37,980
• Streaming performances	250,000	\$234,856
• Face-to-face marketing	Varied	\$1,261,500
• Traditional Media [TV, radio, print etc.]	Varied	\$14,239
• Onsite Pageantry	290,000	\$72,500
• Staff/volunteer apparel	300,000	\$ 6,880
• Live on-site promotion [Jumbo screen, other digital screens and verbal name recognition]	25,520,000	\$3,831,120
• Tickets & hospitality [use of VIP tent]	Face Value	\$9,000
• Winter Jazz Festival	Varied	\$59,815
• VIP Access		Priceless
• Exclusivity in venue, series or event [50% premium]		\$3,686,226
• Exclusivity in industry category [25% premium]		\$1,843,113
• Total Sponsorship Value available		\$11, 175, 824

* Values determined by industry standard as provided to the Ottawa Jazz Festival by the Centre of Excellence for Public Sector Marketing (CEPSM.ca) last updated in 2020.

OTTAWA JAZZ FESTIVAL IS...

...a vibrant oasis from the moment the spectator enters the Festival grounds and is an experience that stays with them long after the music is over. Our Festival is focused on creating the most enjoyable experience for our patrons. As a partner you will be making a difference as the virtual arms of that experience, welcoming our audience and surrounding them with the nature of your brand for their entire experience: from the the moment they first hear about the show to well past the last note of the night.

Your brand connected not only to great music but the great experience: the once-in-a-lifetime, breathtaking moments. When people around the world think of the Ottawa Jazz Festival they will think of you.

James Richardson *Sponsorship Manager*

james@ottawajazzfestival.com

613-295-1369 or 613-241-2633 Ext. 103

TD OTTAWA JAZZ FESTIVAL

a 613.241.2633 | ottawajazzfestival.com



[/ottawajazz](https://www.facebook.com/ottawajazz)

Registered Charitable Organization #: 11907-1637 RR0001



**JOIN US UNDER
THE STARS, WITH
THE STARS.**