



**OTTAWA
Jazz
FESTIVAL**

**2023
SPONSORSHIP DECK**

WORLD-CLASS MUSIC IN THE HEART OF THE CAPITAL

THE OTTAWA JAZZ FESTIVAL IS...

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 Mon  e to Kenny Rogers' farewell concert.

Our engaged and inclusive audience of over 200,000 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.

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, special concerts throughout the year

Herbie Hancock

Wynton Marsalis

PAST PERFORMERS

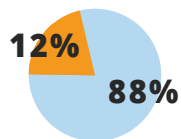
Chaka Khan
Joss Stone
Charles Bradley
Elvis Costello
Lee Fields
Emmylou Harris
Alison Krauss
Macy Gray
George Benson
Brian Wilson
Kenny Rogers
Diana Krall
The Roots
Bruce Cockburn
Omara Portuondo
Chris Botti
Kamasi Washington
Louis Cole Big Band
Corinne Bailey Rae
Cecile McLorant Savant
Steve Martin

Earth, Wind & Fire
Chicago
Bobby McFerrin
Stanley Clarke
Dave Brubeck
Snarky Puppy
Tony Bennett
Robert Plant
Feist
Sonny Rollins
Aretha Franklin
Janelle Monáe
Serena Ryder
Blue Rodeo
Charles Lloyd
Pink Martini
Norah Jones
Judith Hill
Chick Corea
Béla Fleck

k.d. lang
Cory Henry
Buffy Sainte-Marie
Esperanza Spalding
Sharon Jones & the Dap Kings
Sarah McLachlan

2022 JAZZ FESTIVAL STATS & OVERVIEW

AUDIENCE



■ **Locals**
■ **Tourists**
100km+ from Ottawa

LOCALS - 78,320 (88%)
ONTARIO (beyond 100k) - 6,230 (7%)
OTHER CANADA - 3,550 (4%)
UNITED STATES - 890 (.11%)

Since our last festival in 2019, the world has significantly changed. After a 3-year absence, the Ottawa Jazz Festival returned in 2022 to acclaim by both audiences and media. Despite serious obstacles including COVID-19 hesitancy, US border crossing issues and a significant police presence due to the return of the Freedom Convoy, our reputation and lineup enabled us to reach almost 100,000 audience members; well on the way to reaching normal levels in 2023.



89K

Attended the
Festival in 2022

83%

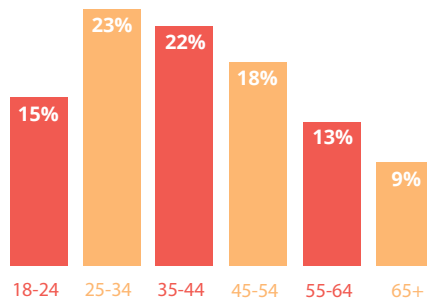
Of the Festival's
tourists came
specifically to
Ottawa for the
Festival

ECONOMIC IMPACT*

\$4 million
Tourists + \$10 million
Locals = \$14 million
Total

*Based on 2022 spending.
Statistics compiled by Survey Monkey

WEBSITE



Website Age Demographics

347.3K
pageviews

117K
new users

164.8K
sessions

7.1K
most visits in
a single day

Website statistics compiled by google analytics.

MARKETING

BUDGET

\$1.3 million (including in-kind)

CAMPAIGN TOTAL REACH

656+ million

**265
MILLION
TOTAL
MEDIA
REACH**



twitter

18.5K Followers

+55% Engagement
Compared to 2018

Top Media Tweet
Earned 13.4K impressions

facebook

12.3K Followers

516.7K Reach
March 1st to July 31st, 2022

Top Facebook Post
Reached 9k people

Instagram

5.6K Followers

13K Total Likes
September 2018 to August 2019

Top Instagram Post
Reached 19.5K people

Social media stats compiled by Meltwater

THE APP

The Ottawa Jazz Festival app was introduced in 2020. This interactive app includes the full Festival schedule, sponsor page, artists pages, a map and the ability to “favourite” specific performances.

App downloads increased by 466% in 2022.

YOUR OPPORTUNITIES



BRANDING & EXPOSURE

Brand partnership is our goal. With our multi-pronged marketing approach the possibilities for collaboration are endless. We are uniquely positioned to effortlessly showcase your brand. Prime space is 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, various stages, tents, venues, and spaces for banners, logos, booths, and activations. Our stage-side, jumbo screen presents short still and video ads. We also offer space in our new OJF App, a broad social media presence with a local, national and international media reach.

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.

TITLE SPONSOR

YOUR COMPANY NAME Ottawa Jazz Festival.

Just imagine it...Everytime the Festival is mentioned your name is mentioned.

Take advantage of a unique opportunity to get maximum brand engagement, as our title sponsor. Your name will be intrinsically and exponentially linked to everything Ottawa Jazz Festival and will appear literally everywhere.

Contact Sponsorship Manager James Richardson for more information - james@ottawajazzfestival.com



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
- 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
- On-site signage
- 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
- On-site signage
- Website recognition
- 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, Schneiders, Top Shelf and more...

Be front and centre with your very own space on-site! Come for the entire Festival, or just for a weekend, 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 maximize potential.



VIP EVENINGS

Want to thank your team? Impress new clients? Or have a magical night with up to 150 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!

BYO

Want something different, something unique?

Custom build your own sponsorship opportunity that fits your company's needs and goals. The sky is the limit...



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 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

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OTTAWA JAZZ FESTIVAL

ottawajazzfestival.com



[/ottawajazz](https://twitter.com/ottawajazz)

Registered Charitable Organization #: 11907-1637 RR0001

Join us under the stars,
with the stars.

