



Sponsorship Proposal

February 13th – 16th, 2014
Boquete Jazz & Blues Festival
Foundation

Be part of the excitement at:

THE 2014 *Boquete Jazz & Blues Festival.*

Thank you for your interest in exploring sponsorship opportunities for the 2014 Boquete Jazz and Blues Festival (BJBF).

This will be the 8th year for the BJBF, scheduled for February 13th – 16th of 2014 in Boquete Panama. Since the founding of the festival by Antonio Singh & Anayansi Menendez, we are proud to say that we have grown in attendance and musical caliber every year. This includes welcoming World Class artists and attendees internationally and nationally. This year we hope to make some aggressive changes to the impact this festival will have on the community of Boquete. As this growth is seen as positive we recognize the weight of responsibility it bears on this foundation to be stewards of this growth in achieving our Intentions.

PURPOSE: To influence and assist the community of Boquete and its surrounding towns.

MISSION: That the musical, artistic and creative capacity of, awareness of and developmental assistance to the local community be continually increased.

MEANS: By hosting an annual International Jazz & Blues Festival, artists internationally and nationally will perform and teach music in the community to all those who have interest.

INVESTING IN THE FUTURE

DID YOU KNOW that The Boquete Jazz and Blues Festival Foundation donates 100% of profits of the festival to local schools in order to support and improve musical education, and to find and develop local musical talents? This year, one change we will add is, we will utilize national musicians to host weekend workshops leading up to the event. The students from these workshops will learn about music and at the end of the workshop the students (with promising talents) will be



awarded for their different levels of accomplishments at the festival. Our hope is to inspire the young that through self-discipline and training they can aspire to greatness in their personal efforts and interests, whether ultimately in music or something else throughout their lives. The greater the donations to cover our overhead the greater the impact we will have on the community.

HERE IS WHAT YOU CAN EXPECT FROM OUR FESTIVAL NEXT YEAR.

Every year the talent at this Festival is increasing in caliber. The high-energy shows performed by artists make for three great days of outdoor entertainment

DID YOU KNOW?

Our Festival is managed and staffed entirely by volunteers!

They include business and professional people, retired citizens, homemakers and members of the community – all lending their various areas of expertise.

in the beautiful setting and cool climate that the town of Boquete has to offer. Last year we had

nearly one thousand ticket sales from national and international attendees. The BJBf hires all professional talent for the event. This year we will also showcase some of the up-and-coming local talent from the workshops at the event.

This next festival will be held in the same beautiful venue like the years before, the amphitheater of Valle Escondido, allowing us to provide banner space, sponsorship marketing stations, vendor stations as well as limited arts and crafts exhibits from the community (see sponsorship table on page 5 for details)



With your generous donations our marketing campaign will be both national and internationally promoted.

Boquete Jazz & Blues Festival's sponsorship benefits include but are not limited to:

- Visibility and partnership up until the commencement of the 2015 capital campaign: you will be part of the BJBf activities during the whole year!
- At our bi-monthly fundraisers in the community all sponsors will have an opportunity to promote their company products and services. These events will cater to varying demographics that have interests in supporting the arts in the community.
- Logo display in media advertising and banners, local radio and television shows, mention in the Festival program and on our merchandise materials including posters, and more. Your logos will be displayed on our website (up to 15,000 visitors/month) as well as in our quarterly newsletter, and they will stay there for at least 6 months after the festival.

We will work with you for maximum exposure to build a lasting relationship between yourself and BJBf.

We offer you or your organization an opportunity to renew your support or become a first-time BJBf sponsor of the 2014 Boquete Jazz & Blues Festival. Your financial support helps to pay for this top quality talent, our facilities, staging and collateral materials - all essential components to hosting this premiere event.

WHO ATTENDS THE BOQUETE JAZZ & BLUES FESTIVAL?

Each year we have seen a substantial increase in attendance. These attendees include National and International music lovers consisting of local Panamanians, expats residing in Panama, and tourists. We draw a truly diverse crowd.

This year we are stepping up our event promotion and public relations activities, improving our website, and signing up a wide variety of entertainers and bands that will draw larger audiences of music lovers.

We need your generous financial support to allow us to deliver a quality event next year.

Our goal is to raise \$70,000 in sponsorship funds for 2014 and we ask for your commitment quickly so that we can move forward implementing our event plans.

Please review our sponsorship opportunities on the attached chart – there are many ways you can get involved in supporting this fine event. Our sponsorship committee is dedicated to helping you select the right sponsorship level that suits your business objectives and budget. We will be creative to make it work for you.

Contact us for a customized sponsorship package
designed to suit your specific goals.

Sponsorship Inquiries:

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Sponsorship Levels

	EVENT SPONSOR	SIGNAGE AT EVENT	AD SPACE/LISTING IN EVENT PROGRAM	LOGO ON PROMOTIONAL MATERIAL	WEBSITE RECOGNITION WITH HYPERLINK	RECOGNITION AT FESTIVAL	TICKETS ETC.
Diamond Sponsor \$20,000 plus (See following page for details)	Premium Sponsor Plus	Premium Signage	Premium Full Page ad in Program	Logo on all Promotional Material	YES, on the Festival Website	Premium Stage Recognition	4 VIP Lodging for 4 Full Access Tile
Platinum Sponsor \$10,000 plus	Premium Sponsor	Premium Signage	Full Page ad in Program	Logo on all Promotional Material	YES, on the Festival Website	Premium Stage Recognition	2 VIP Green Room Access Tile
Gold Sponsors \$5,000 plus or \$20,000 plus in goods & services		Premium Signage	Premium Half Page ad in Program	Logo on all Promotional Material	YES, on the Festival Website	Premium Stage Recognition	2 VIP Tile
Silver Sponsors \$1,500 plus or \$6,000 plus in goods & services		Premium Signage	Half Page ad in Program	Logo on some Promotional Material	YES	YES	2 VIP Tile
Bronze Sponsors \$750 plus or \$3,000 plus in goods & services			Quarter Page ad in Program	Logo on some Promotional Material	YES	YES	2 Event Tile
Community Sponsors \$250 plus, or \$1,000 plus in goods & services			Listing in Program		YES	YES	1 Event Tile
Friends of the Festival Club: \$100 plus					YES	YES	1 Event





Diamond Sponsor for the Boquete Jazz and Blues Festival

This year's event will be the most widely attended event in the history of the festival. Beyond the standard offers in the levels above, the organization which takes this position of sponsor will be recognized at many distinct levels such as but not limited to the following:

- The festival name linked to their organizations name as one in the same. (i.e. The Boquete Blues & Jazz Festival brought to you by ...)
- Opportunities for stage presence (i.e. to be involved in the welcoming introductions, meet and greet interviews to the audience with company officials for their brand between acts and we will mention their name in between each act at the event.)
- Space at the event (i.e. complimentary display booth, complimentary VIP area for them and their personal guests).

Whoever this year's sponsor will be they will have the opportunity to show their brand/product to thousands of people over the three day event and be as intentional and effective as they choose in order to maximize the opportunity of a captive audience. (i.e. if a beverage company sponsors they could offer free samples throughout the festival. If a technology company sponsors their displays could be integrated into the event such as large on-stage monitors for live video close ups or either a booth could be set up for displays and product offerings.)

We will be creative to fit the needs and interests of our Diamond Sponsor and work hard to maximize their exposure leading up to and during the festival.