



Presents the 50th Annual

Kinser **Jazz** FESTIVAL 2017



SPONSORSHIP OPPORTUNITIES

A jazz event for musicians, students, and friends

February 6-8, 2017



SPONSORSHIP OPPORTUNITIES

OVERVIEW

Mission

To offer a world-class jazz experience to Casper, Wyoming, and the Rocky Mountain Region, through:

- Presenting concerts from high-quality headliner artists
- Advancing performance opportunities to college, high school and middle school students
- Supporting music education in Wyoming
- Showcasing the Casper College Music Department
- Furthering the development of jazz in Wyoming

Process

- The Kinser Jazz Festival is the signature event for the Casper College Music Department
- The Kinser Jazz Festival is an annual event with the goal of reaching as many jazz aficionados as possible and emphasizing young musician and student programs
- Students and audience members come from throughout Wyoming, Montana, South Dakota, Colorado, Utah, and Nebraska
- 2017 will mark the 50th anniversary of this annual festival

Economic Impact

- The Kinser Jazz Festival attracts participants from throughout Wyoming and the Rocky Mountain region. Festival participants spend money on:
 - Lodging
 - Dining
 - Shopping
 - Winter activities around Casper, including skiing
- The goal for 2017 is to involve more than 3,500 people and grow five percent annually
- This event benefits the Casper College Music Department, Casper College, and the entire Casper community

Event Marketing

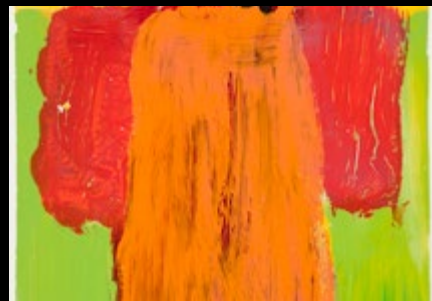
- Casper College Website/Event Webpage
- Event t-shirts and banners
- Email
- Social media
- Print media
- Radio and TV
- Posters
- Postcards



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR – \$25,000 (1)

- Event name will include sponsor's name – “The Kinser Jazz Festival sponsored by XYZ Company”
- Introduction from stage on all three nights
- Corporate logo with top billing on projections during all student performances
- Corporate logo with top billing in publicity materials and in press releases
- Corporate logo on website and hot link to business's website
- Top billing for corporate logo placement on festival t-shirt
- Backstage dinner with artists
- Reserved seating at headliner concerts
- Assigned parking at headliner concerts
- Sponsor booth space during festival
- Space for banners to hang in the Jean D. and H.A. (Dave) True, Jr. Atrium throughout festival
- 12 complimentary tickets
- Private reception at president's house
- Priority ticket sales
- Tuesday night reception
- Invitation to luncheon with executive committee
- CD autographed by headliner artists
- Poster autographed by headliner artists



FOUNDERS CIRCLE SPONSOR – \$10,000

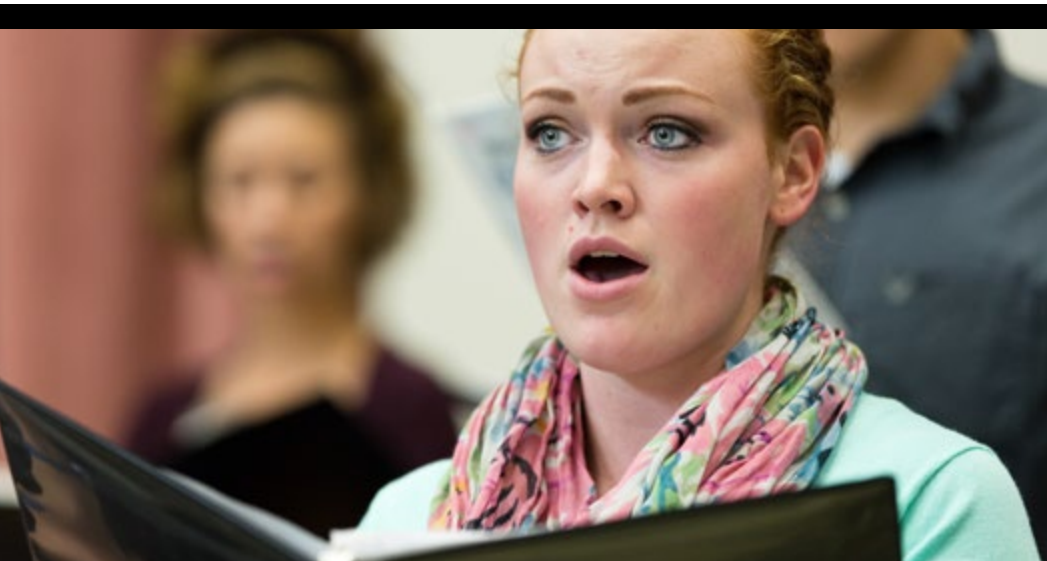
- Corporate logo on rotation with other Founders Circle donors on projections during all student performances
- Corporate logo with prominent billing in publicity materials and in press releases
- Corporate logo on website and hot link to business's website
- Prominent billing for corporate logo placement on festival t-shirt
- Backstage dinner with artists
- Reserved seating at headliner concerts
- Assigned parking at headliner concerts
- Sponsor booth space during festival
- Space for banners to hang in the Jean D. and H.A. (Dave) True, Jr. Atrium throughout festival
- 10 complimentary tickets
- Private reception at president's house
- Priority ticket sales
- Tuesday night reception
- Invitation to luncheon with executive committee
- CD autographed by headliner artists
- Poster autographed by headliner artists

GOLD CIRCLE SPONSORS – \$7,500

- Corporate logo in publicity materials and in press releases
- Corporate logo on website and hot link to business' website
- Corporate logo placement on festival t-shirt
- Backstage dinner with artists
- Reserved seating at headliner concerts
- Sponsor booth space during festival
- Space for banners to hang in the Jean D. and H.A. (Dave) True, Jr. Atrium throughout festival
- 8 complimentary tickets
- Private reception at president's house
- Priority ticket sales
- Tuesday night reception
- Invitation to luncheon with executive committee
- CD autographed by headliner artists
- Poster autographed by headliner artists

SILVER CIRCLE SPONSOR – \$5,000

- Corporate logo in publicity materials and in press releases
- Corporate logo on website and hot link to business's website
- Corporate logo placement on festival t-shirt
- Sponsor booth space during festival
- Space for banners to hang in the Jean D. and H.A. (Dave) True, Jr. Atrium throughout festival
- 6 complimentary tickets
- Priority ticket sales
- Tuesday night reception
- CD autographed by headliner artists
- Poster autographed by headliner artists



BRONZE CIRCLE SPONSOR – \$2,500

- Corporate logo in publicity materials and in press releases
- Corporate logo on website and hot link to business's website
- Corporate logo placement on festival t-shirt
- Backstage dinner with artists
- Sponsor booth space during festival
- Space for banners to hang in the Jean D. and H.A. (Dave) True, Jr. Atrium throughout festival
- 4 complimentary tickets
- Priority ticket sales
- Poster autographed by headliner artists

LEADERSHIP CIRCLE SPONSOR – \$1,000

- Corporate logo in publicity materials and in press releases
- Corporate logo on website and hot link to business's website
- Corporate logo placement on festival t-shirt
- 2 complimentary tickets
- Priority ticket sales
- Poster autographed by headliner artists

ARTISTS CIRCLE SPONSOR – \$500

- Poster autographed by headliner artists
- Logo on festival t-shirt
- Priority ticket sales
- Name in program

PARTNERS – \$250

- Priority ticket sales
- Name in program

FRIENDS – \$100

- Name in program

IN-KIND SPONSOR

- Recognition on day of event
- Sponsor booth space during festival
- Promotional materials distributed to all participants

IN-KIND SUGGESTIONS:

- Meals for adjudicators
- Meals for artists
- Festival t-shirts
- Promotional items for distribution to student ensembles
- Door prizes (any musical supplies: reeds, mouthpieces, strings, drumsticks, etc.)
- Food for participants
- Audio equipment
- Piano tuning



SPONSORSHIP AGREEMENT

YES! I/we would like to be a sponsor of the 2017 Kinser Jazz Festival.

TYPE OF SPONSORSHIP (Check all that apply):

- Title Sponsor – \$25,000
- Founders Circle Sponsor – \$10,000
- Gold Circle Sponsor – \$7,500
- Silver Circle Sponsor – \$5,000
- Bronze Circle Sponsor – \$2,500
- Leadership Circle Sponsor – \$1,000
- Artist Circle Sponsor – \$500
- Partners – \$250
- Friends – \$100
- In-kind contribution, description and value:

Contact name _____

Company name _____

Telephone number _____ Email _____

Mailing address _____

PLEASE PROVIDE ADVANCE NOTICE IF YOU WOULD LIKE A SPONSOR PROMOTION TABLE

Please make checks payable to:

Casper College Foundation
Memo: Kinser Jazz Festival
Casper College Foundation
125 College Dr.
Casper, WY 82601

For more information:
Dr. Joshua R. Mietz, Executive Director
joshuamietz@caspercollege.edu
307-268-2246



HOW CAN YOU HELP?

SPONSOR OR DONATE

SPREAD THE WORD

Like us on Facebook: Kinser Jazz Festival
Share caspercollegejazz.com with your friends and family

VOLUNTEER

Receive one complimentary ticket to the headliner performance of your choice when you volunteer for two shifts.

CONTACT US

Dr. Joshua R. Mietz, Executive Director
joshuamietz@caspercollege.edu
307- 268-2246
caspercollegejazz.com
caspercollege.edu/foundation



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