

Denton Arts & Jazz Festival



www.dentonjazzfest.com



CHAMPION SPONSORS

Presenting (\$100,000+) 	Endowment (\$40,000+)
Benefactor (\$20,000+) 	Promoter (\$15,000+)
Sustaining (\$5,000+) 	National Endowment for the Arts
Headliner (\$3,000+) Independent Bank Little Guys Movers Dan's Silverleaf Texas Regional Bank	Major (\$2,000+) Texas Health Presbyterian Denton KNTU-UNT Spectrum News 1 Denton County Transportation Authority The Joe Cripps Foundation Peterbilt (PACCAR)

EVENT SNAPSHOT

Produced by the Denton Festival Foundation, the event began as Spring Fling from 1980-1989. In 1990 the organization merged with Denton JazzFest to create the Denton Arts and Jazz Festival and moved to Civic Center Park (now named Quakertown Park). The event was created out of the belief that the highest quality of music and art should be available to the public FREE of charge. To this day, the event maintains that belief and the organization has incorporated the belief into its mission statement.

LOCATION

The event is held in the beautiful setting of Quakertown Park located just 2 blocks northeast of Denton's downtown Square.

FACILITIES

The park features 32 acres of beautifully landscaped space with plenty of shade trees and exhibit space. It is the perfect setting for Denton's favorite event. The setting is the perfect setting with a surprise around every corner.

ATTENDANCE

The estimated annual attendance for the event is 225,000+

STAGES

Six outdoor stages located throughout the park featuring the best of jazz, blues, country, orchestral vocal and theatrical performances.

JURIED ART

INDOOR FINE ART – located inside Civic Center – 37 spaces available
OUTDOOR FINE ART – located on the grounds just outside the Civic Center – 56 spaces available
ARTS AND CRAFTS – located in the North Park in 2 areas – 75 spaces available

JURIED FOOD VENDORS

A total of six (6) food courts throughout the park offering a smorgasbord from Vegan to classic Fair food and everything in between – 58 spaces available

AUDIENCE DEMOGRAPHICS

Our audience is comprised of families and individuals from all walks of life. A typical audience will be 57.9% White, 23.4% Hispanic, 11.3% Black/African American and 7.4% other ethnicity. The average household income of attendees is \$81,434 while the median household income is \$62,542. The median age of attendees is 29.5 years of age with 48.62% of those being male and 51.38% female. 40.4% of attendees have some college or at least a Bachelors Degree while 11.17% have a Graduate Degree or higher.

Please detach and mail to the Denton Festival Foundation, 733 Fort Worth Drive, Suite 99, Denton TX 76201 • OR scan the QR code below to go directly to sponsor website

Yes! I am happy to pledge \$ _____ **before Jan 1** _____ **after Jan 1** _____

Please bill me _____

Enclosed is my contribution of \$ _____

Yes, I will donate in-kind services totaling \$ _____ Describe _____

Charge to: () Visa () Mastercard () Discover
Processing Fee of \$5.00 plus total sponsorship = \$ _____

Card # _____ EXP DATE _____ VIN _____
(last 3 numbers on back of card)

Name on Card _____ Card Signature _____

Contact Person _____ E-mail _____

Company Name (if applicable) _____

Address _____ Phone _____

City/State/Zip _____ Cell _____



Scan the QR code below to take you directly to the sponsorship payment page of our website:

SPONSORSHIP
We our sponsors!!!!
www.dentonjazzfest.com



SPONSOR LEVELS & BENEFITS

Created on the belief that fine art and music should be available to the general public without an admission charge, the Denton Arts and Jazz Festival has grown into one of the largest events in Denton County. With an annual attendance of 225,000+, the festival promotes tourism and contributes a healthy economic impact to the local economy.

This year we have increased the benefits of sponsorship to include advertising opportunities on our big-screens located on each side of the Main Stage. Your message is guaranteed to reach a captive audience. Additionally, banner space is available throughout the park which can increase your reach to the entire park. The following are the Sponsorship categories along with the benefits of each.

	Listing in most printed materials	Social media recognition to 20,000+ followers	Festival logo window decal	Advertising Rate Discount (prevailing ad rates week of Festival)	Invite to Friday evening Opening Reception	Advertising Package*	Banner Display (banner provided by Sponsor)	Complimentary Info Booth Space*
Presenting \$50,000+	✓	✓	✓		✓	✓	2 display banners	10X30
Endowment \$40,000+	✓	✓	✓		✓	✓	2 Logo banners 2 display banners	10X30
Star \$30,000+	✓	✓	✓		✓	✓	1 Logo banner 2 display banners	10X30
Benefactor \$20,000+	✓	✓	✓		✓	✓	1 shared logo banner 2 display banners	10X20
Promoter \$15,000+	✓	✓	✓		✓	✓	1 shared logo banner 2 display banners	10X20
Advocate \$10,000+	✓	✓	✓		✓	✓	2 display banners	10X20
Sustaining \$5,000+	✓	✓	✓		✓	✓	2 display banners	10X20
Headliner \$3,000+	✓	✓	✓		✓	✓	1 display banner	10X10
Major \$2,000+	✓	✓	✓		✓	✓	1 display banner	
Producer \$1,000+	✓	✓	✓	20% discount				
Patron \$500+	✓	✓	✓	15% discount				
Supporting \$250+	✓	✓	✓					
Contributing \$100+	✓	✓						

* Advertising Package: please see dentonjazzfest.com for details for each level
**Complimentary booth space with Information pertaining to your company. Sale of merchandise must be pre-approved.

ADVERTISING ADD-ONS

Minimum sponsorship level of \$250.00 required for participation in the Advertising Program. The following are available for purchase in addition to any advertising included in your sponsorship package. Ads are run on the 2 large screens on either side of the Main Stage in the Jazz Area. The 15 or 30 second ads will run between performances each day. Total attendance for the event tops 225,000+. Advertiser is responsible for ad/banner creation. Don't see a package that works for you? Call us at 940-565-0931 or email us at info@dentonjazzfest.com and we can create a package that is just right for your or your company!

Package	Sponsor Price (in addition to benefits listed in Sponsor packages)
Daytime Package Graphics Only (15 second ads) 5 impressions during daytime hours (Potential reach 7,500+)	\$500
Prime Time Package Graphics Only (15 second ads) 5 impressions during daytime hours 3 impressions during Prime Time hours (potential reach of 7500+)	\$750
Daytime Video Package (30 seconds) 5 impressions during daytime hours (Potential reach 7,500+)	\$1250
Prime Time Video Package (30 seconds) 5 impressions during daytime hours 3 impressions during Prime Time hours (Potential reach 35,000+)	\$1500

Banner Displays
All banners must be 3' X 5' for display. Banner placement will be at the sole discretion of the Denton Festival Foundation and will be based on the amount of sponsorship. Limited to 60 banners total.

Banner (3'X 5') \$200.00

STAGE NAMING OPPORTUNITIES

This year we have 3 opportunities available for three stage naming sponsorships. These are limited to the stages currently available. Please inquire as to current availability. Other opportunities such as the Children's Area could be available. Contact us at 940-565-0931 to inquire further.

THE MAIN STAGE This opportunity is a co-sponsorship with Budweiser and your logo banner can be featured behind the stage along with Budweiser. Additional benefits are listed in the \$20,000.00 Benefactor level

THE RIVER CAFÉ STAGE Naming Sponsorship for this professional stage is \$15,000.00. Additional benefits are listed in the \$15,000.00 Promoter Level.

THE CELEBRATION STAGE Naming Sponsorship for this stage is \$15,000.00 with a one-sided banner (facing the stage) or \$20,000.00 for a double sided banner (facing the stage and McKinney Street). Additional benefits are listed under the corresponding Sponsor Level.

Why Sponsor the Denton Arts and Jazz Festival?

Forty-three years ago a group of very forward thinking people got together and decided that music and art should be made available to the general public free of charge. The result of that thinking is the event that would evolve into the Denton Arts and Jazz Festival. While it has seen tremendous growth and evolution throughout its history, one thing has remained true – we still offer the finest art and concert-quality music to the public without an admission fee. This idea has become so important to us that it has become a part of our mission statement.

Ask a dozen people what is important about the Denton Arts and Jazz Festival and you will likely get at least 13 different answers. Ask someone from the city of Denton and you will likely hear about the 20 + million dollar economic impact that the 3 day event provides to the region. The younger set might talk about creating their first masterpiece in the Children's Art Tent that hangs on their refrigerator at home. Their teacher might tell of their first experience in that same tent years ago that planted the seed of wanting to become a Teacher. A musician might tell of their first experience in front of a live audience on a professionally managed stage at Arts & Jazz. In short, the Denton Arts and Jazz Festival is all things to all people. It is a mirror image of the city in which it was born – part bohemian, part sophistication but totally and unapologetically 100% Denton. Three days of family fun – over 2500 performances on six stages and more than 25,000 man-hours go into making this happen every year.

We continue to do what we do because of the reasons listed above and so many more — but mostly because of its importance to the community. However, the annual cost of producing the event continues to increase. With an annual budget topping \$600,000.00, we have suffered the effects of rising costs along with the rest of the world. In 2022 alone, the cost of our infrastructure (staging, lighting and power) rose from around \$100,000.00 to well over \$250,000.00.

Your support is vital **NOW MORE THAN EVER** and will ensure our ability to continue to offer fine art and live music to the public free of charge because you never know – today's audience may include the next Grammy-winning musician or world-celebrated artist.

Scan the QR code to take you directly to the sponsorship payment page of our website:

