

22nd Annual Central Avenue Jazz Festival

SPONSORSHIP PACKAGE

Central Avenue Sponsor - \$25,000

From 1920 to 1955 Central Avenue was known as the heart of the African-American community. During this time, the street was lined with jazz clubs and although segregation was alive and well in other parts of the city, people of all backgrounds, including Hollywood's elite, were welcome at Central Avenue.

- **Naming rights to the Main Stage**
- VIP Lounge Passes for Saturday & Sunday (10)
- VIP Parking for Saturday & Sunday
- Company logo to appear on Jazz Festival website, commemorative reusable bag, marketing and promotional materials (excluding billboards, bench ads and non-third party marketers)
- Speaking Opportunity on stage (Saturday & Sunday)
- Preferred location Booth Space near Main Stage

Club Alabam Sponsor - \$20,000

Situated on "The Block" in the heart of Central Avenue, the Club Alabam served as a central hub for the west coast jazz scene in Los Angeles.

- **Naming rights to the 2nd Stage**
- VIP Lounge Passes for Saturday & Sunday (8)
- VIP Parking for Saturday & Sunday
- Company logo to appear on Jazz Festival website, commemorative reusable bag, marketing and promotional materials (excluding billboards, bench ads and non-third party marketers)
- Speaking Opportunity on stage (Saturday & Sunday)
- Preferred location Booth Space near Main Stage

Hotel Somerville Sponsor - \$15,000

The original name for the Dunbar Hotel, this establishment hosted the jazz greats like Duke Ellington, Cab Calloway, Billie Holiday, Louis Armstrong and many others. Upon it's opening, the Hotel Somerville hosted the first NAACP convention in the western United States.

- **Naming rights to Dunbar Hotel Stage**
- VIP Lounge Passes for Saturday & Sunday (6)
- VIP Parking for Saturday & Sunday
- Company logo to appear on Jazz Festival website, commemorative reusable bag, marketing and promotional materials (excluding billboards, bench ads and non-third party marketers)
- Speaking Opportunity on stage (Saturday & Sunday)
- Preferred location Booth Space near Main Stage

***Please make checks payable to Coalition for Responsible Community Development,
3101 S. Grand Ave., Los Angeles, CA 90007***

Lincoln Theatre Sponsor - \$10,000

Widely acclaimed as the "Apollo Theater of the West" the Lincoln Theatre (originally located at 23rd and Central Avenue) featured the most prominent African-American musicians, actors, comedians and entertainers of the day.

- VIP Lounge Passes for Saturday & Sunday (4)
- VIP Parking for Saturday & Sunday
- Company logo to appear on Jazz Festival website, commemorative reusable bag, marketing and promotional materials (excluding billboards, bench ads and non-third party marketers)
- Speaking Opportunity on stage (Saturday or Sunday)
- Preferred Booth Space near 2nd Stage

Samuel R. Browne Sponsor - \$5,000

A legendary music teacher at Jefferson High School who taught hundreds of students including, jazz masters like Dexter Gordon, O.C. Smith, Chico Hamilton, Buddy Collette and Art Farmer.

- VIP Lounge Passes for Saturday or Sunday (4)
- VIP Parking for Saturday or Sunday
- Company logo to appear on Jazz Festival website, commemorative reusable bag, marketing and promotional materials (excluding billboards, bench ads and non-third party marketers)
- Speaking Opportunity on stage (Saturday or Sunday)
- Preferred Booth Space near 2nd Stage

Gerald Wilson Sponsor - \$2,500

As a Grammy-nominated Jazz musician, Wilson took pride in being considered not just a musician, but a Jazz musician. Bandleader, trumpeter, composer, arranger and educator; Wilson left a jazz legacy by intertwining the elegance and dynamic movements of modern dance with jazz.

- VIP Lounge Passes for Saturday or Sunday (2)
- VIP Parking for Saturday or Sunday
- Company logo to appear on Jazz Festival website, commemorative reusable bag, marketing and promotional materials (excluding billboards, bench ads and non-third party marketers)
- Preferred Booth Space

Benny Carter Sponsor - \$1,000

Known as King Carter in the Los Angeles jazz scene, he is the only jazz musician to record in eight separate decades. Benny also was a pioneer in his own right as one of the first black musicians to compose film scores and purchase a home in formerly exclusive all-white Los Angeles neighborhoods.

- VIP Lounge Passes for Saturday or Sunday (2)
- Company logo to appear on Jazz Festival website, commemorative reusable bag, marketing and promotional materials (excluding billboards, bench ads and non-third party marketers)
- Booth Space

*****PLEASE NOTE: To be included in all marketing materials, a confirmation of your sponsor level and logo are needed no later than, **May 26, 2017**. Any confirmations after this date will be included on any materials that haven't been finalized.**

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