



PALM SPRINGS WOMEN'S JAZZ FESTIVAL

Sponsor Benefits

April 3-6, 2014 Palm Springs, CA

www.pswomensjazzfestival.com

PALM SPRINGS WOMEN'S JAZZ FESTIVAL



The Second Annual Palm Springs Women's Jazz Festival is set for April 3-6, 2014.

The first festival in 2013 was met with cheers and accolades. The headline of The Desert Sun, the leading newspaper in the Coachella Valley, declared "...Women's Jazz Festival Shines in the Valley." The review said, "It wasn't just the full houses the festival attracted....it was the daring programming and the way the risks paid huge dividends."

Festival attendees spent 4 days in local hotels, eating and drinking in local restaurants and shopping in desert stores; spending on the average about \$1500 per person during their stay.

Be a Part of the Magic.

Add your name to the dozen local and national sponsors whose brands were promoted in association with this stellar event. Last year 20 million Americans attended jazz concerts and each year more of them will come to the Coachella Valley for this extraordinary festival.

Thank you for taking the helm to make 4 days of pure and genuine talent come together with passion and heart to shine and inspire us all.

– LA, Las Vegas

It was fun, a class act all the way, and the performances were phenomenal.

– Will Dean, Editor,
Desert Outlook

Everything about the women's jazz festival was perfect. I'm not sure what you could possibly do next year to top it.

– Karen W., Milwaukee

You have brought the desert a rare treat. I hope you come back year after year. What a wonderful experience. Teri Lynn Carrington and her band were sensational.

– Ron, Palm Desert, CA

I attended Jazz with a Splash. It was an afternoon of pure delight. Not only did I get a tan, I got great Mexican food, frosted margaritas and some of the best Latin music I've heard in years.

– John, San Francisco

I'm definitely coming back. I wouldn't miss it. Sherry Pruitt and the Queens of the Blues rocked the house. As Sherry would say, "The Blues is Alright with Me."

– Sandra S., Atlanta

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DEMOGRAPHICS

The audience for the 2014 Festival is made up of three groups of people:

1. Jazz Lovers
2. Golf Fans (in town for the Kraft-Nabisco Championship)
3. The LGBT Community

Jazz Audiences

- California is 5th in the country in the number of jazz fans
- 50% report having a Bachelor's Degree, 46% a Graduate Degree
- 48% are in highest income group \$75,000+
- Two-thirds are over the age of 40

Golf Enthusiasts

- 55% have incomes that exceed \$200,000
- 44% have Masters Degrees
- 75% travel for business, 92% charge at least \$2,000 per month to credit cards
- 30% own homes worth \$750,000

The LGBT Community

- 48% have investments and 53% own their own homes
- Median income is \$80,000, 35% have incomes in excess of \$100,000
- The combined income of couples is 60% more than non-gay couples
- More apt to patronize businesses that promote directly to their community

The higher disposable income of gays and lesbians relative to the general population is especially relevant in the current economic climate. Become a sponsor and market to a group with discretionary funds.

The Marketplace

- 88% own a car
- 65% own a smart phone
- 40% drink wine at home weekly
- 69% spend \$100 a week at restaurants
- 37% make purchase decisions at work
- 12% blog daily

Purchases in the last 12 months

- 27% - Smart Phone
- 26% - Laptop computer
- 25% - HDTV
- 18% - Automobile
- 28% - Major vacation
- 25% - Furniture
- 06% - Primary home
- 14% - Tablet computer

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SPONSOR BENEFITS

Sponsoring the Palm Springs Women's Jazz Festival makes good business sense to both local sponsors, whose community support of a popular local event helps build a positive brand image, and national sponsors whose names are associated with a growing prestigious music festival that draws large national crowds and glowing reviews.

It is a great way to gain exposure for your product or service with a diverse target audience. The promotion strategy for all areas of sponsorship will incorporate print, public relations and community outreach with an extensive social media campaign.

Sponsor Branding

\$10,000 for Saturday night, April 5, 2014 - Headline concert

\$5,000 for Friday night, April 4 - Latin Jazz and Blues

\$5,000 for Sunday, April 6 - Divas Brunch

Sponsors interested in Branding a concert can have their logo and signage above the title of the event and become the exclusive sponsor. In addition they will receive all of the benefits of a Soprano Sponsor.

Soprano Sponsors \$2,500

Full page ad in Program Book

Company name on Festival Banner

4 all-events passes

Marketing material distributed to attendees of each concert

Recognition in all press releases and other media material

Logo on Festival web site and bi-weekly e-newsletter with link to company site

Invitation to a private reception with the Festival's headline artists

Alto Sponsor \$1,500

Half-page ad in Program Book

Company Name on festival banner

Logo on Festival web site and bi-weekly newsletter with link to company site

2 tickets to headline event

For more information, please contact Gail Christian
760-416-3545 or info@pswomensjazzfestival.com

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PROGRAM BOOK

An ad in the program book is an effective way to reach the festival audience both at the concerts and businesses they will frequent. 5000 full color copies of the Program Book will be distributed a week before the festival to ticket holders, hotels, restaurants and other retailers.

Program Book Rates

Inside covers - \$1200
Full Page - \$600
Half Page - \$300
Quarter Page - \$150
Eighth Page - \$75

Mechanical Specs

Program Size 5.5w x 8.5h (trim size)
Full page 5w x 8h
1/2 page 5w x 3.875h (or 5 x 3 7/8)
1/4 page 2.375w x 3.875h (or 2 3/8 x 3 7/8)
1/8 page 2.38w x 1.86h

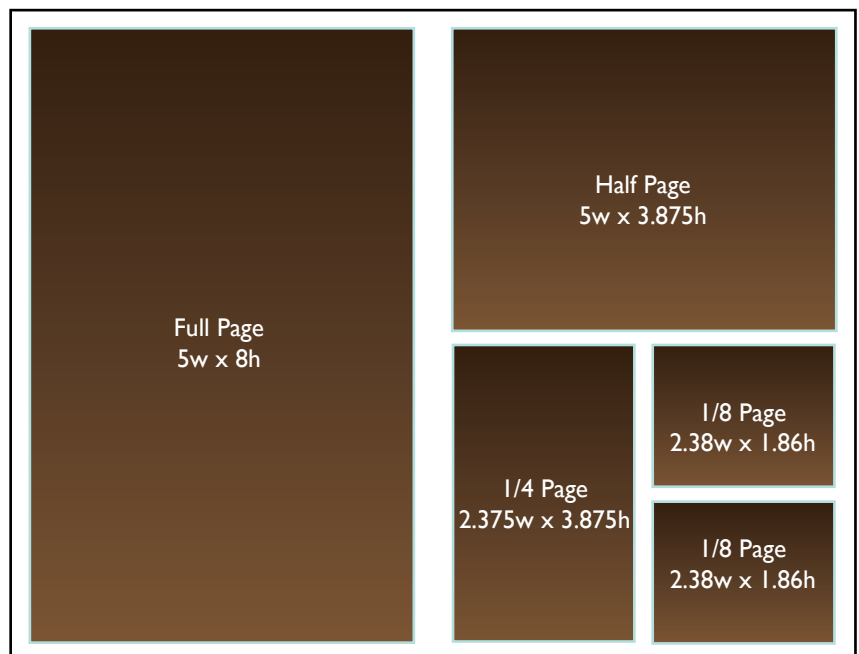


Back cover, inside back cover and the inside front cover are the ONLY pages that bleed:

trim: 5.5w x 8.5h
live area: 5w x 8h
bleed: 5.75w x 8.57h

Acceptable file formats: PDF, JPEG or TIFF
All artwork must be 300dpi

Please send all ads to Barbara Gottlieb
bdgdesign@earthlink.net
Any ads over 9mbs please use
DropBox or YouSendIt



PALM SPRINGS WOMEN'S JAZZ FESTIVAL

Producers

**L&G
EVENTS**

L&G Events has produced music events for the past 10 years. They were the producers of the Palm Springs Women's Jazz Festival in 2013 and will be back in 2014 with another extraordinary festival that once again emphasizes the stylistic and thematic accomplishments of women in jazz.

Artistic Director

Sweet Baby J'ai brings a variety of talents to the role of Artistic Director for the Palm Springs Women's Jazz Festival. A creative force on the music scene for over two decades, Sweet Baby J'ai tours the world with her genre-defying work, which both embraces and expands jazz tradition.

J'ai is a critically acclaimed vocalist, composer, arranger and producer. She brings a wealth of experience and focus to the Festival. Sweet Baby J'ai offers a new perspective to programming choices by featuring some of the most visible, high level jazz artists. She promises to deliver one of the best world – class lineups in women's jazz today.



Photo: Heather Sullivan

**We look forward to partnering with you
to bring the Coachella Valley an extraordinary event**

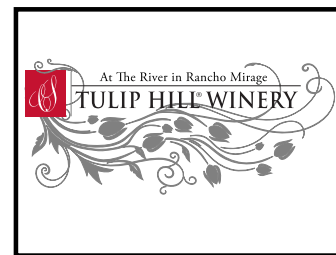
**The Palm Springs Women's Jazz Festival
April 3-6, 2014**

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Thank You to Our Sponsors 2013



Artists Spotlight 2013



Terri Lyne Carrington is a Grammy award-winning jazz drummer, composer, record producer and entrepreneur. She has played with jazz legends Dizzy Gillespie, Stan Getz, Clark Terry, Herbie Hancock and many more. In 2007 she was appointed professor at her alma mater, Berklee College of Music, where she received an honorary doctorate in 2003.

In 2011 her critically acclaimed *Mosaic Project* featured an all-star, all-female line up and garnered a Grammy. Her music is cross-genre, rooted in jazz, yet influenced by funk and world music styles, with a seductive, yet aggressive quality that engages the listener, no matter their musical preference.

Patrice Rushen is a four-time Grammy nominee, musician, composer and producer. Classically trained, she triumphed with her signature fusion of jazz, pop and R&B. Having scored for film and television, Rushen was the first female musical director for esteemed television programs including the Grammy and the Emmy Awards. Besides performing, she is Ambassador of Artistry In Education at Berklee College of Music and Chair of the Popular Music Program, at the USC Thornton School of Music.



Suede is sassy, smooth and intoxicating, a fusion of Adele, Diana Krall and Bette Midler. Suede plays piano, guitar and trumpet, but voice is her first instrument and entertaining is clearly her first love. She is a consummate entertainer and song stylist among the likes of Tony Bennett and company – the classic singer's singer. She sings original material and pop, blues and jazz standards like nobody you've ever heard. She blows the roof off the joint.

Carmen Lundy says "My music is a product of the American experience, the experience of being a woman. It's about being exposed to music at an early age from the pure sense of loving it enough to want to study and explore it. The essence of that makes one an individual, and hopefully what you get is originality and passion. Jazz music has allowed me to express myself to my fullest potential as a composer and vocalist."

