

HAMPDEN BANK
**HOOP
CITY**



**JAZZ
& ART
FESTIVAL
2011**
SPRINGFIELD
MASSACHUSETTS





Hoop City Committee:
Ron Ancrum
Community Foundation

Rick DeBonis
Hampden Bank

Darryl Moss
Office of the Mayor

Kari Niiji
WFCR

Evan Plotkin
Samuel D. Plotkin & Associates

Tim Rooke
City Councilor

Amy Scribner
Hampden Bank

Donald Courtemanche
Business Improvement District

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John G. Osborn

Keydom@msn.com

www.hoopcityjazz.org

The 5th Annual Hoop City Jazz & Art Festival



Three Sizzlin' Days & Cool Nights Coming This July!

DOWNTOWN SPRINGFIELD
July 8, 9, 10 -- 2011

SPONSOR INFORMATION



Background/History

In the year 2000, a group of dedicated individuals and jazz lovers, lead by former Mayoral Aid John Osborn, made the decision to produce an annual jazz and art festival in the city of Springfield to give jazz music a home in Springfield and to ensure that all of its citizens would have access to (at least) one significant cultural event. So they formed the Mason Square Jazz Festival Committee. Six years later they expanded their geography, embracing the entire city, as well as the city's legacy as the birthplace of basketball, becoming "Hoop" City Jazz, Inc. (HCJ). They continue to work diligently in their quest build a destination event for the city of Springfield - with all the benefits that can accrue.

Presenting the 5th Annual Hoop City Jazz & Art Festival

Eleven years, and many successful events later, HCJ has turned its focus towards attracting local and regional visitors to Springfield's downtown, where we can help shine a light on the many businesses and attractions in our central business district within walking distance of the festival itself. Of course, that's in addition to producing a great cultural, community event on July 8th, 19th & 10th.

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The Location: Downtown Springfield At Court Square.

Once again, this year's event will be staged on the esplanade of City Hall itself, where many of the city's businesses and most significant cultural attractions are well within the sightlines and walking distance. The city's Court Square Park, at the heart of the city, will serve as a seating and staging area for associated offerings.

Other Attractions – Artists & Food

In addition to presenting outstanding local, regional and world-class musicians, the festival will include the "Taste Springfield" food court, highlighting food purveyors from downtown and around the city. There will also be an exhibit of artists and crafters from Springfield and a "bazaar" featuring vendors offering unique and reasonably priced merchandise that cannot be found in local malls.



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Demographics/Expected Attendance

CONSIDER that last year this three-day, FREE TO ALL event attracted over 16,000 people as it featured a fusion of world-class, internationally known jazz, blues, and funk artists.

CONSIDER its Demographic Reach:

- Average Age: 34-65 (the marketers "sweet spot")
- Average income: \$75,000 plus
- Attendees represented:
All of Greater Springfield (including Agawam, Springfield, Longmeadow, Chicopee, Holyoke, Wilbraham, Hampden, Ludlow) plus, attendees came from Boston, Connecticut, Rhode Island, New York, New Hampshire, and more.

CONSIDER its Economic impact:

The 2010 HCJF created a "mini" economic growth spurt as on-site vendors, area restaurants, hotels, and other businesses reported a significant upsurge in business throughout the weekend.

In 2011 we will expand the number and quality of vendors, increase our local business partnerships, and tie in to additional local area attractions.

CONSIDER its Psychological impact:

The 2010 HCJF provided a major psychological "lift" for the City and helped spark a new and positive image of Springfield for all to witness. We proved that we could create a destination event that would attract from throughout the Region.



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The Talent

One of the great characteristics of jazz music is its ability to appeal to people of all ages, races and diverse, ethnic backgrounds. This year's festival lineup is intended to reflect the cornucopia of colors, textures and flavors that comprise the genre – along with some surprises along the way

On Friday, July 8th The 2011 HCJ&A Festival kickoff begins with a great big bang like nothing you've ever seen or heard. Come prepared to party with our special **"Tribute to Treme"** and all that's New Orleans! It will be foot stompin', hand clappin', costume wearin' and street dancin' celebration in the true Mardi Gras tradition.

Festival Schedule:

Friday, July 8th, 6:30 PM – Festival kick off – A Tribute to Treme & The Sounds N' Soul of N'Orleans"

- Hosted by Wendell Pierce, star of the hit HBO series, "Treme"
- Glen David Andrews
- The Soul Rebels

Saturday, July 9th – "Saxsational Saturday"

- 2:30 PM -- Marcus Anderson
- 4:00 PM – Down to the Bone
- 6:00 PM – Vincent Ingala
- 8:00 PM – Gerald Albright

Sunday, July 10th – "Straight Ahead Sunday"

- 2:30 PM -- Eric Bascom Quintet featuring Sam and Tess Pltokin
- 3:30 PM -- Kendrick Oliver & the New Life Orchestra featuring Nicole Nelson
- 5:00 PM – Samirah Evens & Her Handsome Devils
- 6:30 PM – Poncho Sanchez

There is little doubt that 2011's lineup will codify the HCJ&A motto . . . ***Come Early, Stay Late & Leave Exhausted!***

****All times and artists subject to change***



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Promotion

Through intense market penetration, this years HCJ expects to draw 1an estimated 20,000+ attendees over the three days of the festival. Expanding upon last year's campaign, HCJ's promotional activities will include:

- RADIO SPOT ADVERTISING
- TELEVISION ADVERTISING
- BILLBOARDS
- EVENT MARKETING
(Strategically placed banners, counter stands, etc.)
- WEB-based Social Media MARKETING
(HCJ website, email blasts and social networks. i.e. Twitter, Facebook, MySpace, etc.)
- PRINT ADVERTISING
- PUBLIC RELATIONS (Newspaper articles, radio interviews and press conferences)
- GROUP AFFILIATIONS (Employee groups, churches, professional associations, cultural organizations)
- GRASS ROOT MARKETING (Handbills, mailers, posters, flyers and postcards)
- ROBOCALLS

We conservatively estimate that our marketing activities and paid advertising will create well over 1,000,000 impressions throughout the Region.



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Sponsorship Opportunities

The Hoop City Jazz & Art Festival (HCJ&AF), now going into its fourth year is a well respected event with a loyal and ever-expanding following. For fans of our national treasure called *Jazz*, the HCJ&AF is rapidly becoming a “must be there event”. Through synergistic marketing strategies, your organization can become co-branded with one of Western Massachusetts’s fastest-growing cultural events.

Sponsorship Benefits – Customized

To ensure maximum effectiveness and exposure for our sponsors, this year, each Sponsorship Package will be customized for each of our partners.

The current inventory of Marketing Vehicles includes: Inclusion in Collateral Materials * Database Generation Activities * Inclusion in Pre-Festival Ads & PR Activities * Literature & Premiums Distribution * Program Booklet Ads * Promotional Offers * Public Appearance /Participation * Sampling/Coupon Opportunities * Site Booths * Site Signage * Stage Announcements and * Website Links. Of course, other creative vehicles will be considered to meet the specific needs of our sponsors.



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TITLE SPONSOR (1@ \$30,000)

**The 5th ANNUAL HOOP CITY JAZZ & ART FESTIVAL
A Great Investment in Your Business...and Your Community!**

As TITLE Sponsor, the event will be referred to as The "(name of your company)" 4th Annual Hoop City Jazz & Art Festival in all pre and post festival communications

Other Sponsor Benefits Include:

BOOTH/DISPLAY

- Your company booth or display in a prominent location at the festival site

PRESENTATION/SPEAKING OPPORTUNITY

- CEO or company representative to briefly (3 minutes) welcome and address attendees
- Opportunity for CEO or company representative to introduce a performer
- Numerous stage mentions as TITLE sponsor during the event

PROMOTIONAL ITEMS

- Company name/logo in all press kits
- Company name/log in all TV and radio ads
- Company name/logo on all email blasts
- Sponsor may distribute (or provide) promotional items for attendees
- Top billing on all event signage, printed program, print ads, handbills, etc.
- Company name/logo prominently displayed in our post-festival "Thank You" ad in the Springfield Republican

SIGNAGE/EVENT MATERIAL

- Extra-large company name/logo on festival sponsors banner
- Full-page ad (back or inside cover) in (5K) festival programs to be distributed before and during the event
- Extra-large company name/logo on festival T-shirts
- Company name/logo on HCJ website homepage listed as "TITLE" Sponsor with hyper-link to your company's website

HOSPITALITY

- Reserved table for (8) in prime viewing area that may be used by your employees or your guest
- Company name/logo on SPECIAL "TITLE" Sponsor badges

DATABASE GENERATION

- Contact information for attendees

CONTINUATION RIGHTS

- Right of first refusal for TITLE Sponsor in the following year ...and of course, if you have other ideas or promotional vehicles, we are pleased to offer the option of "customizing your promotional program to maximize your effectiveness at our event.



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PRESENTING SPONSOR (1@\$20,000)

**The 5th ANNUAL HOOP CITY JAZZ & ART FESTIVAL
A Great Investment in Your Business...and Your Community!**

As PRESENTING Sponsor, the event will be referred to as The (Title Sponsor) 4th Annual Hoop City Jazz & Art Festival, Presented by "(your company name)" in all pre and post festival communications

Other Sponsor Benefits Include:

BOOTH/DISPLAY

- Your company booth or display in a prominent location at the festival site

PRESENTATION/SPEAKING OPPORTUNITY

- CEO or company representative to briefly (3 minutes) welcome and address attendees
- Opportunity for CEO or company representative to introduce a performer
- Numerous stage mentions as PRESENTING sponsor during the event

PROMOTIONAL ITEMS

- Company name/logo in all press kits
- Company name/log in all TV and radio ads
- Company name/logo on all email blasts
- Sponsor may distribute (or provide) promotional items for attendees
- Second billing on all event signage, printed program, print ads, handbills, etc.
- Company name/logo prominently displayed in our post-festival "Thank You" ad in the Springfield Republican

SIGNAGE/EVENT MATERIAL

- Large company name/logo on festival sponsors banner
- ½ page ad in (5K) festival programs to be distributed before and during the event
- Large company name/logo on festival T-shirts
- Company name/logo on HCJ website homepage listed as "PRESENTING" Sponsor with hyper-link to your company's website

HOSPITALITY

- Reserved table for (8) in prime viewing area that may be used by your employees or your guest
- Company name/logo on SPECIAL "PRESENTING" Sponsor badges

DATABASE GENERATION

- Contact information for attendees

CONTINUATION RIGHTS

- Right of first refusal for PRESENTING Sponsor in the following year

...and of course, if you have other ideas or promotional vehicles, we are pleased to offer the option of "customizing your promotional program to maximize your effectiveness at our event.

For More Information, Contact:

John G. Osborn, President, 413-306-9791, Keydom@msn.com



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SUPPORTING SPONSORS (\$10,000)

**The 5th ANNUAL HOOP CITY JAZZ & ART FESTIVAL
A Great Investment in Your Business...and Your Community!**

As a SUPPORTING Sponsor, your company will be recognized as a SUPPORTING Sponsor in all pre and post festival communications

Benefits Include:

BOOTH/DISPLAY

- Your company booth or display in a prominent location at the festival site

PRESENTATION/SPEAKING OPPORTUNITY

- CEO or company representative to briefly (3 minutes) welcome and address attendees
- Opportunity for CEO or company representative to introduce a performer
- Numerous stage mentions as a SUPPORTING sponsor during the event

PROMOTIONAL ITEMS

- Company name/logo in all press kits
- Company name/logo on all email blasts
- Sponsor may distribute (or provide) promotional items for attendees
- Company name/logo on all event signage, printed programs, print ads, handbills, etc.
- Company name/logo displayed in our post-festival "Thank You" ad in the Springfield Republican

SIGNAGE/EVENT MATERIAL

- Company name/logo on festival sponsors banner
- ¼ page ad in (5K) festival programs to be distributed before and during the event
- Company name/logo on festival T-shirts
- Company name/logo on HCJ website homepage listed as "SUPPORTING" Sponsor with hyper-link to your company's website

HOSPITALITY

- Reserved table for (8) in prime viewing area that may be used by your employees or your guest
- Company name/logo on special "SUPPORTING" Sponsor badges

DATABASE GENERATION

- Contact information for attendees

CONTINUATION RIGHTS

- Right of first refusal for TITLE Sponsor in the following year

...and of course, if you have other ideas or promotional vehicles, we are pleased to offer the option of "customizing" your promotional program to maximize your effectiveness at our event.

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CONTRIBUTING SPONSORS (\$5,000)

The 4th ANNUAL HOOP CITY JAZZ & ART FESTIVAL
A Great Investment in Your Business...and Your Community!

As a CONTRIBUTING Sponsor, your company will be recognized as a CONTRIBUTING Sponsor in all pre and post festival communications

Benefits Include:

BOOTH/DISPLAY

- Your company booth or display in a prominent location at the festival site

PRESENTATION/SPEAKING OPPORTUNITY

- CEO or company representative to briefly (3 minutes) welcome and address attendees
- Numerous stage mentions as a CONTRIBUTING sponsor during the event

PROMOTIONAL ITEMS

- Sponsor may distribute (or provide) promotional items for attendees
- Company name/logo on all event signage, printed programs, print ads, handbills, etc.
- Company name/logo displayed in our post-festival "Thank You" ad in the Springfield Republican

SIGNAGE/EVENT MATERIAL

- Company name/logo on festival sponsors banner
- ¼ page ad in (5K) festival programs to be distributed before and during the event
- Company name/logo on festival T-shirts
- Company name/logo on HCJ website homepage listed as "CONTRIBUTING" Sponsor with hyper-link to your company's website

HOSPITALITY

- Reserved ½ table for (4) in prime viewing area that may be used by your employees or your guest
- Company name/logo on special "CONTRIBUTING" Sponsor badges

DATABASE GENERATION

- Contact information for attendees

CONTINUATION RIGHTS

- Right of first refusal for CONTRIBUTING Sponsor in the following year

...and of course, if you have other ideas or promotional vehicles, we are pleased to offer the option of "customizing" your promotional program to maximize your effectiveness at our event.

For More Information, Contact:

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PRIMARY SPONSORS (\$2,500.00)

The 5th ANNUAL HOOP CITY JAZZ & ART FESTIVAL
A Great Investment in Your Business...and Your Community!

As a PRIMARY Sponsor, your company will be recognized as a PRIMARY Sponsor in all pre and post festival communications.

Benefits include:

PROMOTIONAL ITEMS

- Your company will be recognized and positioned at the top of our PRIMARY sponsor list in our festival program
- Company name/logo displayed in our post-festival "Thank You" ad in the Springfield Republican.
- You will be entitled to a place business card-sized ad in our festival program.

HOSPITALITY

- Reserved ½ table for (4) in prime viewing area that may be used by your employees or your guest.
- Company name/logo on special "PRIMARY" Sponsor badges

DATABASE GENERATION

- Contact information for attendees

CONTINUATION RIGHTS

- Right of first refusal for PRIMARY Sponsor in the following year

BUSINESS SPONSOR (\$1,200.00)

As a BUSINESS Sponsor, your company will be recognized as a BUSINESS Sponsor in all pre and post festival communications.

Benefits include:

- Your company will be recognized and positioned at the top of our business sponsor list in our festival program and our post-festival "Thank You" ad in the Springfield Republican.
- Reserved ½ table for (4) in prime viewing area that may be used by your employees or your guest.

...and of course, if you have other ideas or promotional vehicles, we are pleased to offer the option of "customizing" your promotional program to maximize your effectiveness at our event.

For More Information, Contact:

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

BOOTH SPONSOR (\$750)

As a BOOTH Sponsor, your company will be provided with exhibit space at the festival to distribute company materials, promotional items or generate contacts or /leads. Included will be:

- 10 X 10 tent space (or your own tent)
- Signage for your booth
- One 6 foot table with two folding chairs
- Trash Disposal
- Parking for one vehicle
- Listing in the festival program and our post-festival "Thank You" ad in the Springfield Republican

OTHER SUPPORT OPPORTUNITIES

BUSINESS PATRONS

PLATINUM (\$500)

As a PLATINUM PATRON, you or your company will be recognized and positioned at the top of our patrons list in our festival program and our post-festival "Thank You" ad in the Springfield Republican. Also, you will be entitled to place a business card-sized ad in our festival program.

GOLD (\$250)

As a GOLD PATRON, you or your company will be recognized in our festival program and our post-festival "Thank You" ad in the Springfield Republican. Also, you will be entitled to place a business card-sized ad in our festival program.

SILVER (\$150)

As a SILVER PATRON, you or your company will be recognized in our festival program and our post-festival "Thank You" ad in the Springfield Republican. Also, you will be entitled to place a business card-sized ad in our festival program.

INDIVIDUAL PATRONS

FESTIVAL ANGELS (\$100)

As a FESTIVAL ANGEL, you or your company will be recognized in our festival program and our post-festival "Thank You" ad in the Springfield Republican

FRIENDS OF JAZZ (\$50+)

As a FRIEND OF JAZZ, you or your company will be recognized in our festival program and our post-festival "Thank You" ad in the Springfield Republican



We sincerely hope you will consider joining us in our presentation of the 5th Annual Hoop City Jazz & Art Festival as a sponsor...and an attendee.

We thank you for your time and consideration.

Respectfully,

A handwritten signature in black ink, which appears to read "John G. Osborn". The signature is fluid and cursive.

John G. Osborn

President

413-306-9791

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2011 HOOP CITY JAZZ FESTIVAL SPONSORSHIP COMMITMENT FORM

Company Name: _____

Street Address: _____

City, State, Zip: _____

Business Phone: _____

Fax: _____

Contact Name: _____ **Email:** _____

Please Indicate Your Sponsorship Level: (Check the appropriate box)

Presenting Sponsor - \$20,000 ()

Supporting Sponsor - \$10,000 ()

Contributing Sponsor - \$5,000 ()

Primary Sponsor - \$2,500 ()

Business Sponsor - \$1,200 ()

Corporate booth - \$750 ()

Other _____ ()

Business Patrons

Platinum Patron - \$500 ()

Gold Patron - \$250 ()

Silver Patron - \$150 ()

Individual Patrons

Festival Angels - \$100 ()

Friends of the Festival - \$50 ()

Acknowledgement of Commitment

By participating in the 2011 Hoop City Jazz & Art Festival, your organization agrees to pay the above sponsorship fee as outlined in the sponsorship package. In return, your organization will receive the benefits specified in this package. **Full payment is due by May 28, 2011.**

Authorized Signature

Date Signed

Authorized Name (Please Print)

Please make checks payable to: *Hoop City Jazz, Inc. and mail the sponsorship form and check to Hampden Bank 19 Harrison Avenue, Springfield, MA 01103 ATTN: Amy Scribner – Marketing Department*

Phone/Fax: (413)-731-6590 Email: keydom@msn.com

IMPORTANT: To ensure proper advertising exposure benefits, we must receive a camera-ready copy of your ad and/or logo via email or on disc, by May 15, 2011. If your benefit package includes a display ad for the Festival program, the artwork is also due by May 15, 2011.

These deadlines are enforced to ensure maximum exposure for your organization.

Would you display posters, flyers or programs for the event in your place of business prior to the event?

Yes **No**

Questions about sponsorship should be directed to: John G. Osborn @ 413-306-9791

Hoop City Jazz is a nonprofit corporation. Federal Tax ID: 04-268007

www.HoopCityJazz.org

Sponsorship Ad Sizes

~~TITLE SPONSOR (\$30,000) – Full Page ad (back or inside cover)~~

PRESENTING SPONSOR (\$20,000) - 1/2 Page Ad

SUPPORTING SPONSORS (\$10,000) – 1/4 Page Ad

CONTRIBUTING SPONSORS (\$5,000) – 1/4 Page Ad

Supporters Contributing \$2,500 or above will receive a minimum 1/8 Page Ad
Supporters Contributing \$1,000 or above will receive a minimum 1/16 Page Ad

PATRONS

PLATINUM (\$500)

As a PLATINUM PATRON, you or your company will be recognized and positioned at the top of our patrons list in our festival program and our post-festival “Thank You” ad in the Springfield Republican. Also, you will be entitled to place a business card-sized ad in our festival program.

GOLD (\$250)

As a GOLD PATRON, you or your company will be recognized in our festival program and our post-festival “Thank You” ad in the Springfield Republican. Also, you will be entitled to place a business card-sized ad in our festival program.

SILVER (\$150)

As a SILVER PATRON, you or your company will be recognized in our festival program and our post-festival “Thank You” ad in the Springfield Republican. Also, you will be entitled to place a business card-sized ad in our festival program.

INDIVIDUAL PATRONS

FESTIVAL ANGELS (\$100)

As a FESTIVAL ANGEL, your name will be listed in our festival program and our post-festival “Thank You” ad in the Springfield Republican

FRIENDS OF THE FESTIVAL (\$50+)

As a FRIEND OF THE FESTIVAL, your name will be listed in our festival program and our post-festival “Thank You” ad in the Springfield Republican

Specifications

Size: 11" X 17" (10.25" x 16" printed)

Column Widths: 1 col. = 2"; 2 col. = 4"; 3 col. = 6"; 4 col. = 8.25"; 5 col. = 10.25"

Ad Sizes

Full page = 5 col. x 16"

1/2 Page = 4 col. x 10"

1/4 page = 3 col. x 6.5"

1/8 page = 2 col. x 5"

1/16 page = 2 col. x 2.5"