



JEBA's 7th Annual

JAZZIN' ON JEFFERSON *Sponsor Packet*

Sat. & Sun. - JUNE 26 & 27 - 2010



History of Jazzin' on Jefferson

Jazzin' on Jefferson (JOJ) first shut down the streets in 2004 to bring jazz, blues, food, arts and crafts, and other activities to Detroit's lower Eastside. Since that time it has grown to a two-day long event that draws over 40,000 people. This event has featured such world renowned artists such as Marcus Belgrave, Eddie Bo, Kevin Mahogany, Johnny Bassett, Rodney Whitaker, Johnny O'Neal and many more.

Now in its 7th year, JOJ is the signature event of the **Jefferson East Business Association (JEBA)**, a 501© 3 non-profit organization whose mission is to be a collaborative leader in fostering economic development on Detroit's lower east side by creating an environment that is conducive to business and residential growth and development. For more information on JEBA, please visit www.jeffersoneast.org.

Funds raised at Jazzin' on Jefferson 2010 will support the new Jefferson East Community Surveillance Initiative. This community managed project provides professional security patrols to increase safety and prevent crime within the Jefferson East Business District and residential neighborhood. This initiative is funded through a unique combination of subscription fees, "banked" volunteer time, and corporate sponsorships.





Your Sponsorship Makes Jazzin' on Jefferson Possible!

Jazzin' on Jefferson is a critical public venue that enables both residents of and visitors to Detroit's lower eastside to celebrate those 2 great American art forms: Jazz & Blues,

Your sponsorship allows us to keep producing this world class arts event that is free to the public at a time when other organizations are eliminating cultural festivals!

Jazzin' on Jefferson not only promotes local jazz & blues artists, it also showcases the historic Jefferson East Business district to potential residents, investors, and shoppers.

Your sponsorship supports the economic revitalization of Detroit's lower eastside!

Jazzin' on Jefferson also highlights Detroit's "Green Coast"; the unique combination of historic neighborhoods, riverfront parks, canals and marinas just south of Jefferson Avenue.

Your sponsorships helps us market one of Detroit's best kept secrets!





\$5,000: John Coltrane Sponsorship

Benefits include sponsorship of a specific festival area and:

- ♪ Festival VIP Pack which includes eight tickets to the VIP Preview Party and three festival VIP parking spots
- ♪ Recognition of sponsorship on festival signage located on high-traffic East Jefferson Avenue
- ♪ Featured recognition at the two main festival performance stages and announcement of sponsorship to festival-goers
- ♪ Prominent logo placement on all festival promotional materials, JOJ Website, and all festival advertisements plus a prominent full page ad in 10,000 JOJ Program Booklets

Please call Joshua Elling at 313-331-7939 to become a sponsor.

All contributions in support of Jazzin' on Jefferson are tax deductible





\$3,000: Miles Davis Sponsorship

Benefits include sponsorship of a specific area along with:

- ♪ Festival VIP Pack which includes six tickets to the VIP Preview Party and two festival VIP Parking Spots
- ♪ Festival promotional booth with a high-peak canopy tent, covered tables and chairs, and banner displaying your logo
- ♪ Sponsorship recognition on 1000 festival posters to be distributed throughout southeast Michigan
- ♪ Full page ad in 10,000 JOJ Program Booklets and logo placement on 500 event mailers

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\$1,500: Billie Holiday Sponsorship

Benefits include:

- ♪ Festival VIP Pack with four tickets to the VIP Preview Party and one event VIP parking spot
- ♪ Half-Page ad in 10,000 JOJ Program Booklets
- ♪ Sponsorship recognition on festival advertising and JOJ website

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Jefferson East
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\$500: Dizzy Gillespie Sponsorship

Benefits Include:

- ♪ Two tickets to the VIP Preview Party
- ♪ Prominent listing in 10,000 JOJ Program Booklets
- ♪ Commemorative items and featured recognition on JOJ website

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