

# SPONSORSHIP OPPORTUNITIES

PRINCE GEORGES



# PRINCE GEORGE'S CULTURAL ARTS FOUNDATION, INC

12138 Central Avenue, Suite, 383 | Mitchellville, MD 20721

Dear Prospective Sponsor:

On behalf of the Prince George's Cultural Arts Foundation, I am pleased to invite your organization to become a sponsor of the 13th Annual Lake Arbor Jazz Festival (LAJF), July 12 -16, 2023. I am also excited to announce the addition of MGM National Harbor Hotel & Casino to our list of festival venues as well the return to the Lake Arbor Community Center grounds, Mitchellville MD, and the Center for Performing Arts Center on the campus of Prince Georges Community College, Largo Maryland.

The Lake Arbor Jazz Festival is a dynamic music event showcasing nationally recognized jazz artists and some of the top local and regional jazz and R&B musicians from the greater Washington DC and Baltimore areas. The Saturday outdoor festival will draw a diverse audience of over 5,000 jazz lovers coming together in a family friendly community environment. Festival activities also include a Thursday Pre-Festival Concert to be held at the Center for Performing Arts Center in Largo, Maryland, the popular Friday evening Summer White Affair Dinner Concert and the return of the Sunday Jazz Brunch, both to be held at MGM National Harbor Hotel and Casino.

In 2022, the rebirth of the Lake Arbor Jazz Festival featured our traditional festival format in Mitchellville MD, Central Prince George's County. The festival showcased some of the nation's finest contemporary jazz and R&B artists including Gerald Albright, Jonathan Butler, Kirk Whalum, Eric Darius, Gerald Veasley, Down to the Bone, JJ Sansaverino, Nathan Mitchell, Jackiem Joyner, Tim Bowman and soul funk band, WAR. The

festival also featured talented local artists such, Phaze II, Karen Linette, Sweet Cherie and Langston Hughes II. You can be sure that the 2023 festival lineup will be just as amazing as the 2022 festival lineup!

We invite you to choose from several sponsorship levels ranging between \$1,000 and \$30,000. Raise your organization's visibility as a festival supporter through exposure and recognition during the festival weekend, logo placement on the festival website, logo placement on all print advertising material and an exhibitor booth for your use during the Saturday outdoor festival. Details of each sponsorship levels are outlined in this packet. Net proceeds from the festival will benefit the Prince George's Cultural Arts Foundation Scholarship Fund.

As we plan for LAJF 2023, we look forward to discussing sponsorship opportunities with you. In the meantime, if you have any questions, please contact me at (301) 655-9448 or via email to kalex@lakearborjazz.com.

Thank you for your support and we hope to see you at the 2023 Lake Arbor Jazz Festival.

Sincerely,

Kevin C. Alexander

Kevin C. Alexander, Executive Director (301) 655-9448 / www.lakearborjazz.com



**DECEMBER** 1, 2022



The Lake Arbor Jazz Festival (LAJF) is a community music event showcasing national jazz recording artists and topflight local and regional jazz vocalists and musicians from the greater Washington DC and Baltimore areas. We are planning for an estimated attendance of over 10,000 festival goers throughout the 2023 weekend event.

The festival's tremendous success since inception in 20102 creates the perfect opportunity to reach a high-end consumer community and raise your company's visibility as a festival supporter through maximum exposure and recognition during the fourday festival weekend.

# **FESTIVAL ATTRACTIONS:**

- VIP Sponsor Hospitality Tents Reserved seating and catered meals in one of our hospitality tent lounges.
- Food Court Food vendors will provide an array of culinary choices in this designated area on the festival grounds.
- Merchandise Marketplace Over 40 merchandise vendors will be located in this designated area on the festival grounds offering a wide range of unique items for purchase ranging from art to jewelry to clothing.
- Community Information Booths Community organizations and government agencies disseminate valuable community information.
- Music Workshops and Master Classes Free music workshops for aspiring high school and college musicians conducted by national jazz recording artists.

- Thursday Evening Pre-Festival concert Festival Kickoff Concert at the new Center for Performing Arts in Largo Maryland featuring nationally recognized jazz artists.
- Friday Evening VIP Summer White Affair and Concert - Scholarship fundraising concert at MGM National Harbor Hotel and Casino featuring nationally recognized jazz artists.
- Saturday Lake Arbor Jazz Festival All day outdoor concert showcasing local, regional, and nationally musicians combined with over 40 local food and merchandise vendors.
- Sunday Jazz Brunch Continue the festival weekend with a spectacular Jazz Brunch at MGM National Harbor Hotel and Casino..
- Allstar Finale Jam Conclude the festival weekend with the Allstar Finale Jam at MGM National Harbor featuring many of the festival musicians.

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#### SPONSORSHIP LEVELS

#### **PHOTO GALLERY**

#### PLATINUM PRESENTING SPONSOR -\$30,000

- Festival naming rights as Presenting Sponsor
- Sponsor name and logo prominently displayed from the main stage
- Speaking opportunity from main stage during all Festival events.
- Business name promoted throughout the day from the main stage to include at least ten live mentions.
- One 10 x 20 Booth on festival grounds
- Onsite activation
- Logo on all promotional material
- Prominent Logo placement on Lake Arbor Jazz Festival website with hotlink to sponsor website
- Souvenir Festival T Shirts (10)
- Premium placement advertisement in festival app
- Reserved seating and passes to Thursday Pre-Festival Concert (10)
- Reserved seating and passes to Friday Summer White Affair (10)
- Reserved seating and passes to Saturday Festival VIP areas (10)
- Reserved seating and passes to Sunday Jazz Brunch (10)

# GOLD SPONSOR - \$15,000

- Sponsor name and logo prominently displayed from the main stage
- Business name and logo promoted throughout the day from the main stage to include at least seven live mentions
- One 10 x 20 Booth on festival grounds
- Onsite activation
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Souvenir Festival T Shirts (6)
- Premium placement advertisement in festival app
- Reserved seating and passes to Thursday Pre-Festival Concert (6)
- Reserved seating and passes to Friday Summer White Affair (6)
- Reserved seating and passes to Saturday Festival VIP areas (6)
- Reserved seating and passes to Sunday Jazz Brunch (6)

# SILVER SPONSOR - \$10,000

- Sponsor name and logo with signage placed on festival grounds
- Acknowledgement from main stage to at least four live mentions
- One 10 x 10 Booth on festival grounds
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Souvenir Festival T Shirts (4)
- Ad placement in festival program app
- Reserved seating and passes to Thursday Pre-Festival Concert (4)
- Reserved seating and passes to Friday Summer White Affair (4)
- Reserved seating and passes to Saturday Festival VIP areas (4)
- Reserved seating and passes to Sunday Jazz Brunch (4)

# Sponsorship Levels - continued

#### LAKE ARBOR JAZZ FESTIVAL

SPONSORSHIP LEVELS

#### **PHOTO GALLERY**

#### **BRONZE SPONSOR - \$5,000**

- Sponsor name and logo with signage placed on festival grounds and acknowledgement from main stage. At least two live mentions,
- One 10 x 10 Booth on festival grounds
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Souvenir Festival T Shirt (2)
- Ad placement in festival app
- Reserved seating and passes to Thursday Pre-Festival Concert (2)
- Reserved seating and passes to Friday Summer White Affair (2)
- Reserved seating and passes to Saturday Festival VIP areas (2)
- Reserved seating and passes to Sunday Jazz Brunch (2)

### PGCAF MUSIC WORKSHOP AND MASTER CLASS SPONSOR - \$2,500

- Sponsor name and logo with signage placed at entrance of workshop venue as Prince George's Cultural Arts Workshop Sponsor
- Acknowledgement from festival main stage to at least two live mentions
- Logo placement on all promotional material
- Logo placement on Lake Arbor Jazz Festival website
- Souvenir Festival T Shirts (2)
- Ad placement in festival app
- Reserved seating and passes to Saturday Festival VIP areas (2)

# PGCAF SCHOLARSHIP SPONSOR -\$1,000

- Acknowledgement from main stage as Prince George's Cultural Arts Foundation Scholarship Program Donor
- PGCAF Scholarship Sponsor name placement on Lake Arbor Jazz Festival website
- Souvenir Festival T Shirts (1)
- Patron Sponsor name placement in festival app
- Reserved seating and passes to Friday Summer White Affair (1)
- Reserved seating and passes to Saturday Festival VIP areas (1)



SPONSORSHIP LEVELS











Photo Gallery - Lake Arbor Jazz Festival

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Photo Gallery - Lake Arbor Jazz Festival

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Photo Gallery - Lake Arbor Jazz Testival

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