

14TH ANNUAL

# LAKE ARBOR JAZZ FESTIVAL

Bringing World-Class Artists  
and Unforgettable Experiences

## SPONSORSHIP OPPORTUNITIES

PRINCE GEORGES  
CULTURAL *Arts*  
FOUNDATION



## PRINCE GEORGE'S CULTURAL ARTS FOUNDATION, INC.

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

JANUARY 15, 2024

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 14th Annual Lake Arbor Jazz Festival (LAJF), July 17 -21, 2024. I am also excited to announce the return to MGM Hotel & Casino at National Harbor as our host hotel and festival venue along with the Lake Arbor Community Center grounds, Mitchellville MD.

The Lake Arbor Jazz Festival is a dynamic music event showcasing nationally recognized jazz artists and some of the top local, regional, and national jazz and R&B musicians. 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 the Wednesday Festival Kickoff Party at The Country Club at Woodmore following our Charity Golf Outing. The Thursday Pre-Festival Concert, the popular Friday evening Summer White Affair Dinner Concert and the return of the Sunday Jazz Brunch will be held at MGM Hotel and Casino at National Harbor.

The 2023 13th annual festival showcased some of the nation's finest contemporary jazz and R&B artists including Najee, Frank McComb, Pieces of a Dream, The Blackbyrds, Kim Scott, Jazmin Ghent, Lin Rountree, Julian Vaughn, Marcus Anderson, Eric Roberson, Jeff Bradshaw, and soul funk band, WAR. You can be sure that the 2024 festival lineup will be just as amazing as the 2023 festival lineup!

We invite you to choose from several sponsorship levels ranging between \$1,500 and \$25,000. 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 level are outlined in this packet. Net proceeds from the festival will benefit the Prince George's Cultural Arts Foundation Scholarship Fund.

Sincerely,

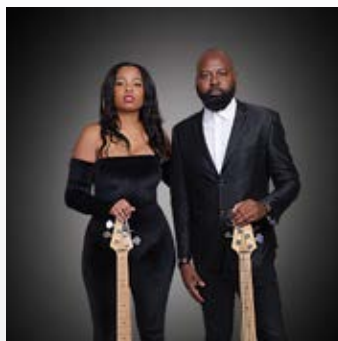
*Kevin C. Alexander*

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





# Schedule of Events & Artists



## MUSIC AT THE MANOR

Friday, July 12<sup>TH</sup>

Wellspring Manor & Spa

Artists: Jacob Webb & Phylicia Rae



## LAKE ARBOR CELEBRITY GOLF OUTING

Wednesday, July 17<sup>TH</sup>  
Woodmore Country Club

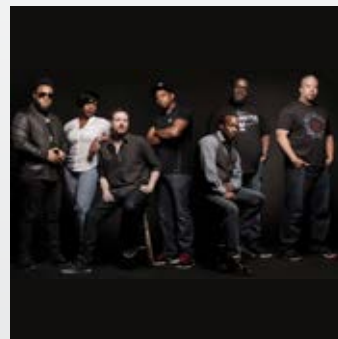


## MUSIC AT THE MANOR

Saturday, July 13<sup>TH</sup>

Wellspring Manor & Spa

Artists: Kevin Jackson



## FESTIVAL KICKOFF PARTY

Wednesday, July 17<sup>TH</sup>  
Woodmore Country Club  
Artists: Secret Society



# Schedule of Events & Artists



## PRE-FESTIVAL CONCERT

Thursday, July 18<sup>TH</sup>

MGM National Harbor

Artists: Avery\*Sunshine, 3 Alarm Fire (Art Sherrod, Jr., Brian Simpson, Lin Rountree), Langston Hughes II



## MEET & GREET BRUNCH W/ ARTISTS

Friday, July 19<sup>TH</sup>

Wellspring Manor & Spa

Artists: Surprise Artists



## SUMMER WHITE AFFAIR

Friday, July 19<sup>TH</sup>

MGM National Harbor

Artists: Artists Gerald Albright, Spur of the Moment, Kofi Boakye



## SUNDAY BRUNCH

Sunday, July 21<sup>TH</sup>

MGM National Harbor

Artists: Maysa, Lindsey Webster



# Schedule of Events & Artists



## LAKE ARBOR JAZZ FESTIVAL

Saturday, July 20<sup>TH</sup>

Lake Arbor Community Center

**Artists:** R n R (Richard Elliott & Rick Braun), Jazz Funk Soul (Everette Harp, Paul Jackson, Jr., Jeff Lorber), Queens of Soul Jazz (Althea Rene & Jeanette Harris), Brass Attack (Willie Bradley, Rob Zinn, Johnny Britt), Let it Flow Band



## FINALE CONCERT

Sunday, July 21<sup>TH</sup>

MGM National Harbor

**Artists:** Gerald Veasley (Host), Phaze II and Multiple Festival Artists



# Sponsorship Levels

## DIAMOND LEVEL SPONSOR - \$25,000

- Festival Branding Rights as Presenting Sponsor
- **10 Reserved Passes to Following Events:**
  - Music at Manor (Friday, July 12)
  - Music at Manor (Saturday, July 13)
  - Pre-Festival Concert (Thursday, July 18)
  - Summer White Affair (Friday, July 19)
  - Jazz Festival (Saturday, July 20)
  - Sunday Jazz Brunch (Sunday, July 21)
  - Sunday Finale Jam - (Sunday, July 21)
- **6 Reserved Passes to Following Events:**
  - Celebrity Golf Outing & Festival Kickoff Party (Wednesday, July 17)
  - Meet & Greet Brunch w/ Artists (Friday, July 19)
- Premium Seating for Seated Events
- Sponsor Name & Logo Prominently Displayed from Main Stage
- Sponsor Speaking Opportunity at four Festival Events
- Event Marketing Branding with Logo (Promotional Materials)
- Business Name Promotion: 20 Live Mentions
- One 10 x 20 Booth on Festival Grounds
- Onsite Activation
- Prominent Logo Placement on Festival Website (Website Link)
- Press Release Mention as Title Sponsor
- Potential Earned Media Opportunity
- Three Social Media Mentions
- 2 Page Ad in Program Book
- Opportunity for Sponsor to conduct Giveaways at Golf Outing

## PLATINUM LEVEL SPONSOR - \$15,000

- Sponsor Logo or Name Displayed on Main Stage
- **8 Reserved Passes to Following Events:**
  - Music at Manor (Friday, July 12)
  - Music at Manor (Saturday, July 13)
  - Pre-Festival Concert (Thursday, July 18)
  - Summer White Affair (Friday, July 19)
  - Jazz Festival (Saturday, July 20)
  - Sunday Jazz Brunch (Sunday, July 21)
  - Sunday Finale Jam - (Sunday, July 21)
- **4 Reserved Passes to Following Events:**
  - Celebrity Golf Outing & Festival Kickoff Party (Wednesday, July 17)
  - Meet & Greet Brunch w/ Artists (Friday, July 19)
- Premium Seating for Seated Events
- Sponsor Speaking Opportunity on Saturday
- Event Marketing Branding with Logo (Promotional Materials)
- Business Name Promotion: 10 Live Mentions
- One 10 x 20 Booth on Festival Grounds
- Onsite Activation
- Logo Placement on Festival Website
- Press Release Mention
- One Social Media Mentions
- 1 Page Ad in Program Book
- Opportunity for Sponsor conduct Giveaways at Golf Outing



# Sponsorship Levels - continued

## GOLD LEVEL SPONSOR - \$10,000

- Sponsor Logo Displayed on Main Stage (Medium)
- **5 Reserved Passes to Following Events:**
  - Music at Manor (Friday, July 12)
  - Music at Manor (Saturday, July 13)
  - Pre-Festival Concert (Thursday, July 18)
  - Summer White Affair (Friday, July 19)
  - Jazz Festival (Saturday, July 20)
  - Sunday Jazz Brunch (Sunday, July 21)
  - Sunday Finale Jam - (Sunday, July 21)
- **2 Reserved Passes to Following Events:**
  - Celebrity Golf Outing & Festival Kickoff Party (Wednesday, July 17)
  - Meet & Greet Brunch w/ Artists (Friday, July 19)
- Sponsor Speaking Opportunity on Saturday
- Event Marketing Branding with Logo (Promotional Materials)
- Business Name Promotion: 6 Live Mentions
- One 10 x 10 Booth on Festival Grounds
- Onsite Activation
- Logo Placement on Festival Website (Medium Size)
- Logo/Branding Placement at Festival (Medium)
- 1/3 Page Ad in Program Book
- Opportunity for Sponsor to conduct Giveaways at Golf Tournament

## SILVER LEVEL SPONSOR - \$5,000

- Sponsor Logo Displayed on Main Stage (Small)
- **2 Reserved Passes to Following Events:**
  - Music at Manor (Friday, July 12)
  - Music at Manor (Saturday, July 13)
  - Pre-Festival Concert (Thursday, July 18)
  - Summer White Affair (Friday, July 19)
  - Jazz Festival (Saturday, July 20)
  - Sunday Jazz Brunch (Sunday, July 21)
  - Sunday Finale Jam - (Sunday, July 21)
- Celebrity Golf Outing & Festival Kickoff Party (Wednesday, July 17)
  - Meet & Greet Brunch w/ Artists (Friday, July 19)
- Event Marketing Branding with Logo (Promotional Materials)
- Business Name Promotion: 3 Live Mentions
- One 10 x 10 Booth on Festival Grounds
- Logo Placement on Festival Website (Smaller Size)
- Logo/Branding Placement at Festival (Smaller Size)
- 1/2 Page Ad in Program Book

## BRONZE LEVEL SPONSOR - \$2,500

- Sponsor Listing on Main Stage (Small)
- **1 Reserved Pass to All Events:**
  - Music at Manor (Friday, July 12)
  - Music at Manor (Saturday, July 13)
  - Pre-Festival Concert (Thursday, July 18)
  - Summer White Affair (Friday, July 19)
  - Jazz Festival (Saturday, July 20)
  - Sunday Jazz Brunch (Sunday, July 21)
  - Sunday Finale Jam - (Sunday, July 21)
- Event Marketing Branding with Listing (Promotional Materials)
- Listing Placement on Festival Website
- Listing Placement at Festival
- Program Book Name Listing

